

# Marketing *Fastrack*





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## PRAISE

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“Aurora Winter is a leading coach and thought leader in the world today.” — **Dr. Pat Baccili**, radio host

“Aurora is not only good on serious topics. She’s engaging and entertaining across the board.”  
— **Joel Roberts**, former host, 790 KABC radio

“I do a lot of media, yet Aurora was able to help me take my message to a deeper and more powerful place quickly. It was amazing.” — **Kelly Sullivan-Walden**, author *I Had the Strangest Dream*

“Aurora is a fantastic guest. She was a great addition to our show. Her insight and energy lit up the phone lines.” — **Rachel Nevada**, producer, ABC radio

“It is so important to create a clear, compelling message. And to systematize delivery to my customers in order to bring my gifts, skills, and talents to the world. I can’t thank Aurora enough for how wonderful her content is!” — **Bill Stierle**, consultant

“I admire Aurora and her work. Others can gain strength from her wisdom and experience.”  
— **Dr. Bernie Siegel**, author *Love, Medicine, & Miracles*

“Aurora is a wonderful speaker and writer. Her content helps us go from stalled to stellar!”

— **Rev. Temple Hayes**, creator *Intentional Spirit*

“Aurora is very upbeat while giving nuggets of information that are useful, helpful and practical. I recommend her as a guest — and as a writer.”

— **Jenny Toste**, host ABC-TV

“Thank you! You are such a rockstar! Thank you so much for your time, your caring and all that you gave today. Your call was brilliant. I cannot wait to take the next step with you. The feedback was off the charts! I could go on and on, but you had a huge impact today.” — **Marc Vonmusser**, Director of Coaching, Tony Robbins International, Inc.

“Do yourself a huge favor and learn from this brilliant woman and master trainer.” — **James Malinchak**, coauthor of two *Chicken Soup for the Soul* books, featured in ABC’s *Secret Millionaire*

“Within one session of coaching with Aurora, my life has changed. She’s the most powerful mix of soul and business savvy I’ve ever met. She gave me an idea that is perfectly suited to my core strengths, that is a pure joy for me to do, and that is easily worth \$100,000 or more per year. Talk about a phenomenal return on my investment!” — **Allana Pratt**, radio host

"I was at an event with Aurora Winter. Amazing! The next day, I was lighter, I was happier. Three and a half months later, my life has just taken off. I am soaring. It is so fantastic. I cannot recommend enough how incredible and how valuable Aurora, her content, her heart, and her mentorship is!"

— **Mikki Knowles**, entrepreneur

"Aurora Winter is the most heart-centered, savvy and intelligent business coach I've ever experienced. Magic for anyone looking to grow their business."

— **Russell Feingold**, coach, author *Heart Wisdom*

"As you were speaking, Aurora, I got chills over my whole body—I call them "God bumps" because I know there was incredible truth in what you were saying. It's true that our biggest challenges and crises are our biggest gifts." — **Marci Schimoff**, author *Happy for No Reason*

"Aurora's stand for me—and for all of us—to truly find our niche, to find what our life has been a unique laboratory for, is truly awe-inspiring." — **Gaile Burchill**, entrepreneur

"Saying that Aurora is a "good" speaker doesn't capture the magic that happened when Aurora was a guest speaker for my undergraduate Consumer Behavior class. Her ability to speak both articulately about key insights from her success in marketing and

connect authentically to my students made the experience uniquely memorable. My students and I were fully engaged from the powerful and heartfelt presence she embodies. Aurora is a true professional, and I give her the highest recommendation as a speaker.” —**Mattie Clark**, Adjunct Lecturer, University of Iowa

“Aurora Winter presented to my Entrepreneurial Strategy class and she was an inspiring, encouraging, excellent speaker. She provided practical knowledge to launch businesses and publish books. I would recommend her as a speaker for any class or conference. Anyone can benefit from her knowledge and enthusiasm!” —**Simone Bigolin**, Professor, CIMBA Italy

“I’m so excited because I’m the author of *The Master’s Masterpiece*. I just had another VIP day with Aurora and I want you to know that this book would never have happened without her help. And, because of the VIP day, we’ve gotten to do a whole bunch of videos which I will be able to use in so many ways, marketing my book and my business. Plus—I’m now ready to be on national TV! Thank you, Aurora, you rock!” —**Diane Burton**, entrepreneur, author *The Master’s Masterpiece*

“Aurora Winter was a smash hit on our show! We are still getting mail from listeners that found her philosophy of life and love a great inspiration.”  
— **Gary Mantz**, producer, 710 KIRO radio

“It is with great excitement that I am announcing that my new book is here! Aurora, thank you so much for your inspiration and commitment to helping me make this book become a reality. From the very raw beginnings to this shiny white book with cool-looking chess pawns on the front. Your motivation, your team’s effort, countless hours, and thoughtful comments have helped me to get to this big win!” —  
**Denise Henry**, entrepreneur, author *Winning the Talent War*

“It was a powerful experience to have Aurora Winter as a speaker. Our group felt an immediate connection with her and were very open to sharing. There was a high, positive energy in the room. Aurora 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 presented a new business opportunity in my Entrepreneurship and Innovation MBA course. It was one of the best presentations I have heard during my 16 years of teaching. It was crisp and clear and kept the audience’s attention throughout. She is very

articulate and knows how to present in an interesting and convincing manner. Aurora focused on the most important aspects of the plan and made sure that the key points were well supported. She exudes confidence, intelligence, and compassion. Aurora has a great background and has the ability to share her knowledge and experience with an audience. I would highly recommend her as a speaker.”

—**David K. Hensley**, Executive Director and Clinical Professor, John Pappajohn Entrepreneurial Center, University of Iowa

“Aurora’s a terrific, dynamic speaker. She was a delight to work with. I have no hesitation recommending her.” —**Stephen Gregg**, Kaiser Permanente

“Aurora is passionate, authentic, and high energy. Her message is uplifting and empowering.” —**Mark Victor Hansen**, co-creator *Chicken Soup for the Soul*

# Marketing *Fastrack*



**Ignite your  
marketing!**

*Ignite the enthusiasm, engagement & loyalty  
of your customers, followers & team  
by learning how to language & leverage  
your unique gifts, talents & vision*

## Aurora Winter



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## DEDICATION

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Dedicated to all the leaders  
and entrepreneurs  
who contribute their  
unique gifts, talents, and vision  
and make our world  
a better place.



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## ACKNOWLEDGEMENTS

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Many people have contributed to my knowledge, and to this book in many ways. It does take a team to build a business – or a book.

Behind every successful project is a host of committed people. In my case, they are: Marc VonMusser, who interviewed me, forming the basis of this book; Babette Zschiegner, who ensured our existing clients continued to get five-star customer service while I started a brand-new business; and Jenny Toste, who launched this book by interviewing me on CBS-TV.

Special thanks to my clients who contributed to my evolution as a leader and trainer, especially Ann Raisch, Brenda Schinke, Chad Cooper, Christine Brownlee, Colleen Krause, Diane Burton, Dhyanis Carniglia, Kristen Sutich, Tanya Thomas, and Trista Koch, to name a few.

I appreciate my talented and supportive family, including my brother Bryce Winter, for his branding insights; my son, Yale Winter, for design and technical support; and my champions Dr. George Winter, Dr. Calvin Winter, and the glue that holds our family together, my Mom, Dorothy Lawton.



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# INTRODUCTION

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## HOW THIS BOOK WILL HELP YOU

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At its heart, marketing is communication. Good communication inspires, empowers, and influences. Good marketing is fueled by passion, integrity and vision.

Good marketing sparks something new in the audience. It ignites a new idea, new enthusiasm, or new vision. Good marketing is like lighting a match and starting a fire.

Marketing Fastrack™ will share how you can communicate more vividly and authentically so that you can ignite the enthusiasm, engagement, and loyalty of your customers, followers, and team.

You will learn how to language and leverage your unique gifts, talents, and vision, so that you can build a strong team, profitable business, or compelling movement.

Aurora Winter is a successful serial entrepreneur, who has launched four successful businesses from scratch. She sold the first one for six figures while in her twenties, and the next three all generated seven figures.

Marketing Fastrack™ contains practical, proven recommendations from a successful entrepreneur who has repeatedly achieved success doing exactly what she teaches.

With the right marketing, the right message, and the right media, you have all the ingredients you need to achieve stellar success. All you need is to follow a proven recipe.

Aurora will share her recipe so that you can eliminate common marketing mistakes and accelerate your success.

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## WHAT WOULD YOU DO WITH AN EXTRA \$200,000?

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In this example of the medium is the message, Aurora launches a new business, helping people with their marketing. In the first 90 days of sending her very first email about her new business, she was interviewed, dashed off this book by transcribing that interview, got new clients, shot videos, set up a new marketing funnel, and launched her new book with an interview on CBS-TV.

In just 90 days, she generated over \$70,000 of new business and over \$50,000 of profit with this business test. Annualized, that's \$200,000 per year.

What would you do if you could create an additional income stream of \$200,000 per year?

This was achieved from a virtual office without a single full-time employee, and without spending a dime on advertising that wasn't fully funded by the profits from the new business. The details of this successful launch are shared later in this book.

But for now, just to be clear, this was not a massive launch with joint venture partners that was a year in the planning and 90 days in the execution. We're talking about 90 days from "I think I'll start a new business—I wonder if the market will like this idea?"

The answer was "yes." It was a good marketing test.

This demonstrates in a practical way that you, too, can overcome procrastination and perfectionism and GSD "get stuff done." You can test the market and confirm that your idea has growth potential. Testing reduces risk. Real-time market feedback can tell you whether your idea is viable.

Running a business is a lot like sailing. You trim the sails and adjust to the prevailing winds. After your initial test, refine your product or service to meet the prevailing market demand.

After your test confirms growth potential, invest in mentoring or ongoing education to ensure that you stay on the leading edge. That's what Aurora did by getting her MBA in 2014-15 in Italy with a focus on neuroscience and leadership, offered through CIMBA and the University of Iowa. Make life-long learning a priority.

Your business is evolving, you are evolving, your products and services are evolving. If you wait until it's "perfect" before you get it done, you will be withholding your gifts and contribution from the world. You will miss out on the momentum, market feedback, and magic of making a difference.

You can get your new business off to a fast start. You can take your existing business to the next level. You can start a movement. The first step is to make a decision.

## Your Commitment to Your Success

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Are you merely interested in your success—or are you committed? Commit to your success in writing now.

*I choose to be willing to grow and evolve both personally and professionally.*

*I choose to be willing to be open to new ideas.*

*I choose to be willing to release anything keeping me stuck or sabotaging my success.*

*I am willing to develop new habits that support me in achieving my goals.*

*I embrace marketing as informing, educating, and serving others with clear, compelling communication. I reject marketing as manipulation. I am committed to providing great value to my clients.*

*I acknowledge that mastering marketing will empower me to contribute my gifts, talents, and abilities to the world and make a more significant contribution.*

*Here is a list of a few reasons why it's important to me to master the principles of marketing:*

1.
2.
3.

*Yes, I'm committed to my success!*

Sign Your Name

Date

Witness: Your Coach

Date

*Sign it. Get your coach to sign it. Congratulations! Now you are ready to fastrack your marketing.*

To accelerate your progress, ask a friend to act as your coach and accountability buddy.

Better yet, start a mastermind group dedicated to each other's success and meet each week. Review this book and your insights and action plan weekly. Share your successes and accelerate your growth.

If you decide to start your own Marketing Fastrack™ mastermind group, consider your friends at your local Rotary, Chamber of Commerce, NAWBO, your church, or your club.

With commitment and support, great things can be achieved. Commitment makes a world of difference. Modify the commitment on the preceding pages, if necessary. But do yourself a favor and make a commitment right now to your success.



*Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness.*

*Concerning all acts of initiative (and creation), there is one elementary truth that ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too.*

*All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.*

*Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.*  
—William Hutchinson Murray



## Multiply the Value of This Book!

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What if you could make a bigger contribution to the world by actively engaging with this book? What if you could empower, engage, and lead more people by learning these marketing principles?

What if you could create an additional \$200,000? What if you could reach 200,000 more people, ignite their imagination, and inspire them to take life-affirming action? Would you take action?

Here are 10 steps to speed your success:

1. Develop a deep, driving desire to master the principles of marketing. Make a list of the reasons why it's important to you to learn these skills. Make a written commitment to your own success.
2. Don't just skim this book, devour it! Engage with the questions, write all over it, dog-ear the pages, underscore each important idea. Your notes make your personal copy of this book even more valuable.
3. Read with the intention of passing on something you learned within 24 hours. When we read to teach and share with others, we learn most deeply.
4. Share this book with a friend and agree to be each other's accountability buddy or coach. With support, you will have more momentum.

5. Treat this book as the appetizer and take advantage of the full banquet that has been prepared for you. Get the bonus marketing video training that comes with this book here: [www.MarketingFastrack.com](http://www.MarketingFastrack.com).
6. As you read this book and watch the videos, make notes. Keep a journal with your insights and action list, or use the pages at the end of this book. Spend 15 minutes reviewing and updating your list every day.
7. Start a small mastermind group at your Rotary, Chamber of Commerce, NAWBO, church, club, or other organization. Meet weekly to share your insights, ideas, and action plan. Masterminding will dramatically accelerate your progress.
8. Review your action list each week with your coach and mastermind group. Schedule specific times to take specific actions. Take action!
9. Take advantage of the opportunity to practice your marketing and communication skills at a live event with like-minded people. Attend our next event to take your skills to the next level rapidly.
10. Get a successful mentor. Everyone has blind spots. One mistake can sabotage what would otherwise have been a stellar success. The most successful people mentor others and also have mentors.

## 3 COMMON MARKETING MISTAKES EVEN SMART PEOPLE MAKE

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HOST: Many of you know Aurora Winter as a coach trainer, but there is another side of her that most people are not aware of, and that's her marketing background, and her effectiveness in getting her message out in the media. Today we're going to cover three massive mistakes that even smart, successful people make that sabotage their marketing, and how you can avoid these mistakes forever.

One of the things that's great about Aurora is that she not only has a servant's heart, but she also has an amazing background in film and TV, and is a former TV producer, an award-winning screenwriter, and the author of several books. She has reached over a million people with her marketing messages. She's going to show you how you can, too.

She has appeared on TV on *CBS*, *Fox*, *ABC*, she's been interviewed on *Oprah*

radio, she was featured in *Success* magazine, in *Elle* magazine, and in several documentary feature films. She certainly has a breadth of media exposure that most people would envy. She is also the creator of the Marketing Fastrack™ system.

Aurora really loves being a catalyst for personal and professional growth. Today we're going to cover some marketing, media, and messaging secrets that you can use to leverage your impact and your income, and create a bigger contribution with greater ease.

We're going to cover three common mistakes that even smart, successful people make. These mistakes can cost people hundreds of thousands of dollars. So you want to pay attention.

## *I encourage you to take notes*

I encourage you to take notes. Basically, we get to learn from the mistakes she's made, as well as the many people she

has coached and mentored, so that we can shorten the learning curve.

Aurora, thank you so much for joining us again.

AURORA: It's my pleasure. Here is why marketing matters. No matter how good your product or service is, no matter how effective your "magic wand" is that you can use to transform your clients' struggle into success, unless you are effective at marketing, you will not be bringing your gifts into the world. You will not be living up to your full potential to change lives and make a real difference.

HOST: Yes. That's absolutely true. Tell us about your background as an entrepreneur. I know you're a lot more diverse than people realize.

AURORA: Well, I actually started my first business with the man who later became my husband. We were two kids and we didn't have two nickels to rub together. Actually he was \$14,000 in debt and I

might have had \$350 in the bank, we were broke.

He was working at Xerox as a marketing executive and I was working as an analyst at a real estate consulting firm. But we were madly in love, so we decided to start a business to be together.

## *What business can you start with no money?*

“What business can you start with no money?” That was the key question. I did a business plan and one business looked feasible, even on our shoestring budget.

We ended up launching a yacht charter company, renting and managing yachts owned by other people. First we had to persuade a marina that it was a good idea, then we had to market our services to the boat owners, and finally we needed to attract charter customers with

effective marketing. Marketing, marketing, marketing!

We found a hotel on Vancouver Island that liked our idea, and they let us rent a hotel room beside the marina. There were a couple of steps down from that hotel room and there was a little enclosed landing, maybe 6' x 6', and that became our tiny office. We lived in the hotel room and our office was the landing. We didn't have many business expenses except advertising and marketing, because we rented other people's boats and we took a 30% management fee.

It was really hard getting this off the ground. We borrowed \$2,500 from my parents to buy a little rental and rescue boat. The rescue boat sank in a storm, so it was under water—literally. It seemed a fitting metaphor for how our business was going. We were underwater. We went to our first boat show and people said, “Those kids, they're never going to be back here.

They're dreaming, they're so young and inexperienced."

## *Things went from bad to worse*

Things went from bad to worse. My husband and I both collected unemployment insurance, which I found humiliating, even though we were legally entitled to it. Then my husband had to get a job. But we didn't give up. We were determined.

Miraculously, our company rebounded and grew to be the largest yacht sales and yacht charter company in western Canada—fast forward—to a multi-million dollar company. At one boat show we pulled in \$3 million for example. But it wasn't easy. There was a lot of struggle at the beginning.

I wanted to share my struggles so that others can know they can do it, too. I wasn't born with a silver spoon in my mouth. I'm no different from anyone else.

I have had tough times and have had to dig deep and find grit.

*I have made plenty of wrong turns. The right turns all started by asking the right questions*

I have made plenty of wrong turns. And there was a pattern to the right turns. The right turns all started by asking the right questions.

I wanted to share what made the difference between the shame of apparent failure and collecting unemployment insurance, to becoming the largest yacht dealer in western Canada with a multi-million dollar business.

I repeated that same pattern again in the film business, went from struggle to a successful business. I wrote a business plan that raised £2.5 million on the EIS tax shelter scheme (about \$5 million US dollars), and that company went on to make eight feature films.

The Grief Coach Academy, another company I launched from scratch which has generated over 7 figures, had a similar evolution. That's four different kinds of businesses: yacht charters, yacht sales, film production, and coach training.

In each business, there was always a struggle at the beginning, and then there was a tipping point idea that exploded the business.

HOST: I'm curious. We all come to that overwhelming breaking point, "Oh my God, it's so much work."

## *What was the key to launching you from struggle to 7 figures?*

What was the key to launching you from struggle to seven figures?

AURORA: Firstly, I had relentless persistence. I wasn't going to give up, I was determined. You've got to be

committed—not just interested—in success. I was committed. We were committed. In each case there was a breakthrough idea.

Everyone can have breakthrough ideas by asking the right questions. It could be a small breakthrough idea or a big breakthrough idea, but even a slight edge can make a world of difference.

For example with the Grief Coach Academy, I looked at the coaching arena and I thought, “Well, what is the tipping point idea? What can I offer? What’s different and unique about me? What space can I own? What space can I claim?”

## *What’s different and unique about your business?*

There are many coach trainers, but there was no other trainer focusing exclusively on the area of grief. So, there was a way to be number one and be the leader in that category. The

tipping point for the Grief Coach Academy was to choose to be the number one coach trainer for grief coaching. So, each one of you can choose a narrow focus and become the go-to expert in that specific area.

In the film business, the tipping point idea was to leverage and set up the structure of our company so that we could offer access to Canadian funds as well as European funds. I had a partner in Toronto, Canada and another partner in London, England, and I lived in Los Angeles, USA.

With a relatively small company, we were able to offer access to the Hollywood pool of money, access to the Canadian tax shelter money, and access to European funds.

The structure itself was a tipping point idea. That's another example, but it's not about me.

## *How could you structure your business to add more value?*

See where you can find a tipping point idea. What's special and unique about you? What's special and unique about what you could offer? Where can you add more value? Where can you go narrow instead of deep and become the only logical choice?

With the boat business, it was fine renting boats and selling boats. That was a pretty good business.

## *What took it from a 6-figure business to a 7-figure business*

But what took it from a six-figure business to a seven-figure business—multiple seven-figure business—was a tipping point idea.

At that time, there were tax incentives to buy real estate and rent it. The real estate investments were called MURBs

and there were tax shelter write-offs, including a 7% investment tax credit, and accelerated depreciation of 33% per year on a straight-line basis. Pretty substantial tax savings.

I asked the million-dollar question, “I wonder if we could do that with boats?”

## *What’s your “million dollar” question?*

After investing \$20,000 with lawyers and accountants, it turned out that we could. Bottom line, we set up a tax shelter so that people could buy boats and rent them in our charter fleet.

That was the tipping point idea. It made a world of difference. It doubled our average profit margin, and helped us dominate the yacht sales industry.

Things really took off when I got really clear who our ideal client was. The truth was, our ideal client didn’t really want

the tax savings, and they didn't really want a boat rental business either.

## *Who is your ideal client?*

## *What do they really want?*

What they really wanted was to own a beautiful sleek new sailboat and feel good about it. The tax shelter gave them an excuse that justified buying the boat that they wanted to own.

The first few times I tried to sell the tax shelter—you should have seen my documents, it was 200 pages with all these spreadsheets and numbers and IT bulletins from the tax department. I studied honors economics and was proud that “I had numbers.” But all those numbers overwhelmed the average buyer. Too much information! In the end, after I got clear, our marketing documents changed from that 200-page intimidating tax bible to a sleek brochure with all these beautiful pictures of sailboats and happy families sailing in the sunshine with a little, tiny

insert with a few numbers showing the tax savings.

The headline that worked was “Five Weeks of Sun, Fun and Tax Shelter” because you could have 10% personal use, or five weeks of sailing without reducing your tax savings.

## *What headline would give your clients what they really want?*

That marketing campaign produced millions of dollars in revenue. It also generated media attention, which brought even more business. But I had to get clear what we were really selling before things took off.

HOST: This is part of what I’ve been talking to the coaches about, people don’t want coaching, they don’t want products, they want an outcome. There are emotional reasons to buy and logical reasons to buy. Most people are selling using logical reasons. But the emotional reasons are far more powerful.

You hit the nail on the head, they wanted the boat and they wanted to justify the purchase. You provided a great solution for that pain.

## *People don't want products or services, they want an outcome*

AURORA: Exactly. It's worth thinking about the tipping point idea. It's important to understand why people really buy whatever you're selling.

HOST: One of the biggest mistakes I see is coaches selling coaching, rather than results. People want to look a certain way, they want to feel a certain way, they want to live a certain way. Coaching is the vehicle, people want to hire coaches for that end goal, but most people are selling coaching.

AURORA: You can't really sell coaching. You can only sell the benefits and the outcomes that coaching produces.

HOST: Exactly. In terms of marketing, what would be a dangerous trend that you see repeatedly?

## *A dangerous trend*

AURORA: I feel that there is a dangerous trend now around hype; too much hype, too much over promising and under delivering, too much automation, too many emails.

I'm a contrarian. If I notice everybody is going one way, then I don't follow the herd. Instead, I go in the opposite direction. I believe that what really works is caring, connection, phone calls, meeting people in person. What really works is being like Zappos, delivering a little unexpected "wow."

## *Where can you deliver "wow"?*

I think the self-help industry can get seduced into the idea of launching a business on autopilot without ever talking to customers. (By writing email

blasts, sending traffic to an online sales page with joint venture partners, and taking credit card orders online in a launch, for instance.)

But I think it's possible to be too "efficient" and lose the personal touch. If you don't have that caring component and the trust, the "wow" and the connection, automation can backfire.

## *Where can you increase trust, caring, and connection?*

HOST: I absolutely agree. If you send a million emails and that didn't work, send five million! There comes a point when people resent being bombarded with email, and they opt out. The more technology we use, the more we need connection. Connection has more value than it did before, because now people are moving so far away from actually connecting. Connection actually works more effectively now than ever.

AURORA: Exactly. For example, phone calls really make a difference. I love the book *Spin Selling* by Neil Rackham. I don't know if you've had a chance to read it? It's about relationship building, and taking the time to understand the situation, problems, and needs of your customers.

HOST: Absolutely. It's funny because you can look at the masculine energy of business and the feminine energy of business. We're seeing a trend towards the feminine energy of business to counterbalance that hyper masculine, which is to do more automation, send more emails.

*If you pick up the phone,  
you have 100% certainty*

AURORA: You can finesse how you write an email, but email only has an 8% open rate. Whereas if you pick up the phone and talk to somebody, you have 100% certainty you have connected with them. Even if you just leave a voicemail

message, those little touches make a world difference.

I'm inspired by companies like Zappos, so all of my businesses have a commitment to five star customer service. Babette, my right hand, goes the extra mile to deliver something unexpected, and show that we care.

To be exceptional, deliver the human touch. I'm not the person who is going to recommend that you go broad and shallow using email and social media.

I recommend taking a deeper dive. Discover what your unique gifts and talents are, and see how your gifts and talents could serve the world.

## *What are your unique gifts and talents? How could your gifts and talents serve the world?*

Then, you need to language and leverage your unique gifts and talents in order to create a distinct brand. You

don't want to be all things to all people. That's a recipe for mediocrity.

Instead, you want to stand out in the marketplace with a clear, compelling message. You match your message to the right market (your ideal client), then get a megaphone using the right media.

Once you are clear who you are and who you serve, you can write a book, get on radio, get on TV. You'll have something unique to contribute, a unique message, a unique viewpoint, a unique selling proposition.

There are five steps to launching your marketing.

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## 5 STEPS TO LAUNCH YOUR MARKETING

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### **1. Name it.**

What are your unique gifts, talents, and vision? What do you stand for? What has your life been a unique laboratory for?

**2. Claim it.**

How are you in fact uniquely qualified to help others and make a significant contribution?

**3. Offer it.**

Design an irresistible offer for your unique customer with your unique gifts, talents, and vision.

**4. Language it.**

Blend emotion and logic, humanity and expertise. Be visual and visceral. Be passionate and engaging. Don't be bland or boring. Start a fire!

**5. Leverage it.**

TV, radio, books, videos, multi-media, speaking, etc.

Each one of you has a different brand. For each one of you to really own your brand and really be that deeply is magnetic. That could be your tipping point idea.

Over time, you may have more than one brand. For example, "Aurora Winter" is a brand, my book titles are brands: *From*

*Heartbreak to Happiness®*, *Grief Relief in 30 Minutes™*, *Marketing Fastrack™*.

You can have more than one brand, but you'll want to focus on making one brand successful first.

I encourage you to think of yourself as a brand and show up like that brand all the time. If you're not able to show up like that brand all the time, then you haven't nailed who you truly are.

One of my clients, Diane Burton, wrote *The Master's Masterpiece* after she slimmed down from weighing over 200 pounds in high school. Her message is about treating your body as a gift from God, and eating with mindful awareness. Always a joy to be around, Diane is slim and vivacious, and has kept the weight off for 40 years. When we share a meal, she says grace, gives thanks to God, and eats with awareness.

Diane Burton enthusiastically gives me credit for being the reason that she wrote her book, and the reason that

she's now ready for national TV and radio. While I'd like to take credit for her exploding book sales, I'd also like to point out that she walks her talk. The messenger and the message match. That makes her message magnetic. She is authentically her brand.

What's your brand? Is it by default—or by design? Are you showing up 100% as your brand? Every day in every way?

***“You are a brand. Is it by default—or by design?”  
asks Bryce Winter***

“You are a brand. Is it by default—or by design?” as my brother, Bryce Winter, CEO of MarkBrand Group, says. Be it by design.

One of our Marketing Fastrack™ VIP clients, Chad Cooper, teaches people how to plan their time in a way that reflects their values. As the date for the planned month of family vacation drew near, Chad was facing impossible

deadlines on the launch of his new book.

Many men as ambitious as Chad would have found a way to duck out of the family vacation. Not Chad. Excuses are not his brand.

Chad kept his promise to his son and his wife. Chad took 100% responsibility for his life, his business, and his personal and business goals. He kept to his plan. Chad remained true to his values, and true to his brand. After his vacation, he finished planning the launch of his new book, *Time Isn't the Problem – You Are*. (Do yourself a favor and grab a copy of his book for yourself, and for every workaholic you know.)

*When you are true  
to your brand,  
people will spread  
your message*

When you are true to your brand, people will talk about you, as I am talking about Chad right now, giving him free publicity. The messenger matches the message.

HOST: That's great. I love it. Part of it is clarifying your message, clarifying why you're here, what you're going to do, what problem you're going to solve. Then being congruent.

We also want to make sure that we understand what it means to be an entrepreneur because you can have a great brand, but if you're not building your business properly, nobody knows about it. So, how can we be effective entrepreneurs?

## *An entrepreneur solves problems at a profit*

AURORA: I love this definition, "an entrepreneur solves problems at a profit." I think we can easily make the mistake of glossing over problems. But instead, when you

understand that your job is solving problems at a profit, it's good to take a deeper dive into "What is the problem that you are the answer to?" and "What has your life been a unique laboratory for?"

As an entrepreneur, it's important to talk the language of problems. Discover your client's top of mind problem, and then offer the solution. It's a common mistake to start talking about your product or service. First, you need to discover the person's deep problems, deep needs, and deep wounds.

## *What problems can you solve at a profit?*

In my experience, your deepest wound is also the key to your biggest gift to give the world. You may have read the book *Iron John* by Robert Bly. Robert Bly talks about a man who accidentally dips his wounded finger into a spring. Surprisingly, his fingertip turns to gold. In other words, where you have been

wounded can point the way to your deepest gift.

Alchemy is required in order to turn a wound into gold. It is the gold of wisdom, of compassion, of enlightenment.

My deepest wound was the loss of my husband who died suddenly at the age of 33 when my son was four. Later, after I transcended that loss, I wrote several books about it, and founded the Grief Coach Academy to help others.

*What's your greatest loss?  
What's your greatest gift from  
that loss?*

What about you? What's your greatest loss? Where have you been wounded? What if that is pointing towards the problem that you are the answer to? Understanding and solving problems is essential to being a successful entrepreneur.

My background is as a screenwriter and film and television executive producer. So I think like a screenwriter.

I see each one of you as a hero. When we watch a movie, we expect the hero to face challenges. We're thrilled when—against seemingly impossible odds—the hero triumphs over disaster and emerges victorious. In movies, we know that adversity creates character.

## *What if the Universe is actually conspiring to support you?*

What if every challenge you've ever faced was not sent to crush you, but to teach you, lead you? What if the Universe is actually conspiring to support you?

You are the hero, the writer, and director of your own life. How can you triumph?

## *Be the hero, not the victim*

HOST: Be the hero, not the victim.

AURORA: Exactly.

HOST: How does being a screenwriter help with your marketing?

AURORA: Like a screenwriter, I create a character: “my ideal client” or “my ideal reader.” I have one specific person in mind, and I write my marketing messages for that specific reader. You can do this, too. It will help you discover your clear, compelling voice.

*Who is your ideal client?*

*What problems*

*wake her up at 3 am?*

Paradoxically, by narrowing your focus, you broaden the appeal of your message.

For example, I edited my diary of healing after my husband died for one specific hypothetical reader.

I imagined that my best friend's husband had died yesterday, and that I was going to die tomorrow, and that the only gift I could give my best friend to help her through the journey of grief was my book, *From Heartbreak to Happiness: An Intimate Diary of Healing*.

That book has never been read by that hypothetical best friend.

But it has helped many people dealing with many different kinds of losses.

*From Heartbreak to Happiness* has been endorsed by New York Times best-selling authors such as Dr. Wayne Dyer, Dr. Bernie Siegel, and Rev. Dr. Michael Beckwith.

It's touched many TV and radio hosts, including Wendy Burch, host of KTLA-TV, Lisa Garr, host of the Aware Show on NPR radio, and Jenny Toste, host of CBS-TV.

When you design your marketing messages for one specific person, when you get clear on her problems, her

hopes, and her dreams, your marketing will be much more effective.

## *Marketing to “everyone” appeals to no one*

HOST: Marketing written for “everyone” appeals to “no one.”

AURORA: Exactly.

HOST: So what are the most common marketing mistakes?

## *Three Common Mistakes Even Smart People Make*

AURORA: In my experience, there are three marketing mistakes that even smart, successful people make that sabotage their income and impact.

## MISTAKE #1:

### Not Positioning Yourself as the Expert

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Once you are clear on your brand, on the problem that you solve, then broadcast a clear, consistent marketing signal. Talk about the pain of the problem. Talk about the joyful solution. Focus on the people who are eager for your solution. Provide a taste of your solution, and create an appetite for more.

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#### 5 STEPS TO EXPERT STATUS

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1. Define the painful problem
2. Provide the joyful solution
3. Identify those eager for your solution
4. Provide a taste of your solution
5. Get a megaphone

Your megaphone could be speaking, articles, blogs, networking, books. Get clear on your brand, get clear on your message, get clear, consistent and memorable sound bites and stories; then get on radio, get on TV. Media gives you a high-powered megaphone.

For example, I've written several books. Those books attracted radio and TV appearances. I've been featured in magazines, such as *Elle* magazine, and in three documentary feature films. One thing leads to another. You can do this, too.

Recently I was reading *Success* magazine at the gym, and I flipped to the article about happiness, curious to see what the latest experts were saying—only to be stunned to see that I was featured as one of experts alongside famous household names including Dr. Deepak Chopra and Dr. Martin Seligman. My jaw dropped. I don't even remember being interviewed by that writer!

## *Media begets more media*

Media begets more media. Media multiplies, like an avalanche. We call it “multimedia magic.” Articles, radio, TV, books are a way to give people a taste of your solution.

HOST: That's great. Love it. What do you mean by "provide a taste of your solution"?

AURORA: You know when you go to the Farmer's Market and they give you a slice of a fresh, juicy peach? Doesn't that make your mouth water for more? That's what you want to provide.

For example, a taste could be: a teleseminar, videos, a workshop, a TV or radio interview, a sample coaching session, an article, a book.

One of my books, *Grief Relief in 30 Minutes*<sup>TM</sup> provides a taste of one of the coaching processes we teach at the Grief Coach Academy, but it's not the entire training. That book positions me as the "go-to expert" to train coaches, and is part of that marketing funnel.

HOST: Yes. I love that, because you're spot-on on the "what am I the solution to, what problems do I solve better than anybody else." What else is important?

## *What's your marketing funnel?*

AURORA: A well-designed and properly engineered marketing funnel is key. Videos are great as they work 24-7 while you sleep.

You can see another marketing funnel at [www.MarketingFastrack.com](http://www.MarketingFastrack.com), which offers 7 free training videos about marketing. You need to give people a chance to know, like, and trust you, through various forms of media.

But the first step is really getting clear on what expertise you want to own and claim, so that you become the “go-to expert” in that field. It’s better to go narrow and deep instead of shallow and broad.

Don’t try to be all things to all people. Be the only logical choice for a very select group of people.

HOST: What other common mistakes do smart people make with their marketing?

## MISTAKE #2:

### Being Impersonal vs Authentic

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AURORA: The second biggest mistake small business owners make is that they try to be too corporate. They try to be like IBM or some big brand. But people don't want to deal with an anonymous machine. They want to deal with a human being, someone just like them.

It's important to reveal yourself, reveal who you really are and reveal your mistakes, your vulnerability, your humanity. Sometimes we want people to see us as perfect. We don't want them to see our flaws. Why would they want to work with us if they knew how flawed we really are?

But actually the reverse happens. When you're authentic and vulnerable, it creates safety. When you accept yourself, other people trust that you will accept them, too.

## *How can you be more authentic? How can you create a deeper connection?*

For example 2005 was almost the worst year of my life (1991 was the worst year—that’s when my husband died). But 2005 was a horrible year. I was hemorrhaging money paying the mortgage on my multi-million dollar second home in a ski resort in Canada which my realtor couldn’t seem to sell. Consequently, I feared I would go bankrupt. I had a miscarriage. My then-fiancé and business partner and I broke up. As if all of that wasn’t bad enough, my mother got cancer, had surgery, and almost died. In fact, 2005 totally sucked—emotionally, physically, and financially.

## *Okay, now what?*

After my fiancé and I broke up, I thought, “Okay, now what?”

I hadn't coached, I never thought of myself as a coach. I thought of myself as a writer and an entrepreneur.

But I asked myself, "Okay, what's the next big idea Aurora? We've got expenses to pay, a kid to feed, and nobody's got your back." I thought, "Well, people keep wanting to coach with me, what is this coaching thing? Maybe I'll give that a shot."

All I had to launch my coaching business was my book *From Heartbreak to Happiness®*, which is my intimate diary of healing after my husband died. There is nothing in that book that says I'm a coach or positions me as a coach. But that book—and my commitment—helped me go from zero to six figures as a coach in six months.

## *I went from zero to 6 figures in 6 months*

That is a personal example of revealing myself, my suffering, my struggles. I

was devastated after my husband died. Being willing to share my own journey of healing brought me clients. It created safety. It created connection. People saw that I had gone from heartbreak to happiness, and they wanted my help to do the same.

You don't have to go quite as far as publishing your diary to be authentic and vulnerable. But not revealing your humanity is a common mistake. Trying to be perfect repels clients and repels cash.

*Where are you trying to be perfect? Where could you be more authentic?*

HOST: I love that, being authentic and vulnerable; huge distinction. People want people that they can relate to and trust.

People want people who are real. Also, you're pulling from your pain and the

story, which ties back to the marketing and your film and TV background.

We want to connect with other heroes who have overcome the struggles we're facing. There's a lot of depth in what you're talking about, which I love.

Marketing, make it intimate, make it authentic.

But let me ask you this. How do we also make it so it's also efficient?

AURORA: Let me first clarify that when we are being intimate and authentic, we are sharing things to benefit the listener. It's not just all about me, me, me. That would be the opposite of good marketing!

Good marketing broadcasts from everyone's favorite station WIIFM: What's In It For Me?

*Are you broadcasting  
from WIIFM?*

In terms of being efficient and authentic, those are two separate steps.

### **Step 1. Be Yourself**

Be open, authentic, real. The things you have in common create connection and trust.

### **Step 2. Be Efficient**

Create business systems to allocate your time effectively. Use your assistant or online systems, or both.

What works for me is being open, authentic, real and vulnerable in the moment whether I'm being interviewed or speaking to someone one-on-one or in a group.

In terms of handling my prospects efficiently, people sign up for a free strategy session. There's an application. By answering the questions on the application, the person self-selects; if they're interested in the VIP Marketing Fastrack™ Mentoring program, they're going to check off things such as they want to get on radio, get on TV, write a

book, speak, create product, or host their own events.

They will indicate that they want a VIP mastermind, and they want a mentor. They have clients, a web site, have an existing business they want to take from good to great. They're ready to be accelerated.

On the other hand, if they don't have an existing business, they're self-selecting to either get coach training or to get a coach. You can automate the application process online.

## *What if a mentor would help you succeed faster?*

You can see my application process at [www.AuroraWinter.com/strategy](http://www.AuroraWinter.com/strategy) and that's the best way to schedule an appointment to talk to me about the Marketing Fastrack™ VIP Mentoring program, so by all means go there and fill out the application so we can talk if you're truly interested in making a

bigger contribution to the world and you're ready to invest in yourself and your business to go to the next level.

When people fill that out the application for the free strategy session, my assistant looks at it, and she will schedule an appointment either with me or with the appropriate person on my team.

I'm both qualifying leads and protecting my most valuable resource, which is my time. I am also being open and authentic. Those things are two separate steps. Where we get confused is not having that distinction. You can be authentic and efficient.

HOST: That's awesome. I appreciate it because I know there is a fine line between caring so much and wanting to give, but at the same time there is still the business aspect where the coach needs to pay their bills. The coach needs to make sure that they're truly serving at the highest level. I like that.

AURORA: People don't take action unless they have "skin in the game." They do not follow through—no matter how good your coaching is. If they haven't paid you for that coaching, they're unlikely to take action.

There is a difference between somebody who wants to be supported in their victim story and somebody who is really willing to step up into their greatness.

By protecting your time, and charging for your coaching or your products or services, you are actually helping the client make a choice and get clear whether they're just interested in transforming their life or whether they are committed.

If they're committed, they'll pay for your services or products. And they will take action to achieve their goals.

HOST: I agree. What would you say is the third mistake that you see most frequently?

## MISTAKE #3:

### Not Studying & Mastering Marketing

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AURORA: I think the third mistake is not knowing how to market effectively. Not deciding to master marketing skills.

*Good marketing is not manipulation.*

*It is communication*

If you really want to change the world, if you really want to be a change agent, then you must become a master communicator. Good marketing is not manipulation. It is communication.

To live up to your full potential, you need to study and master marketing, and practice marketing skills.

I'm sure you all are practicing your coaching skills. To become a great coach you need to practice. It's practice that changes your body and grows

myelin and creates new neural connections in your brain.

*Theory is not enough.*

*Practice is key*

A great baseball player doesn't just read about playing baseball. Theory is not enough. A good baseball player gets out on the field, practices, and plays. A great baseball player studies the game intensely, hires coaches, and practices relentlessly.

*How can you practice your new marketing skills without risking blowing a sale or a TV interview?*

That also applies to marketing. Theory is not enough. It takes practice to “sell without selling.” It takes practice to deliver an irresistible enrolling conversation so that your ideal client enrolls on the spot. It takes practice to

discern the right time to ask for the order.

It's practice that makes it effortless to deliver your signature story in 30 seconds or 3 minutes. So, practice, practice, practice. There is no substitute for practice. It's not enough to read books. It's not enough to know intellectually. That's why it is great to come to workshops and interactive marketing training events.

To choose to study and master marketing is essential to creating a thriving business and achieving your peak potential.

Marketing is not sales. Don't think of it as sales, think of it as service. When you have something of great value to offer, when you're changing lives, then you are not selling somebody something they don't need, you're selling something that will change their life. So, think of marketing as a serving.

*Good marketing is serving*

Marketing is hard for some people, especially service-oriented people. But it's not their fault. They just haven't learned what to do. The first step is to understand that great marketing is serving. The next step is to learn how to market effectively—how to design and deliver an effective message to the right market through the right media.

You may be wondering how my Marketing Fastrack™ Mentoring program goes with the fact that I train coaches how to help their clients go from stress to success.

### **Step 1. Train Change Agents**

That's what I do when I train coaches. Isn't that what we are as coaches? Aren't you all change agents? So, step one, train change agents, and I do that when I train coaches.

### **Step 2. Change the World**

We can be beacons of light and we can change the world by how we influence our friends, our family, our coaching clients. That's what I'm all about. Phase two is to expand the reach of people

who already contribute to the world. I do that through my Marketing Fastrack™ mentoring program.

That's the third mistake, not learning how to market effectively. Sometimes people think that marketing is beneath them, or lacks integrity.

I challenge that and say it's absolutely the opposite. Once you know how to impact people and improve their lives, I believe it's your duty to contribute to as many people as possible.

## *Marketing is your sacred responsibility. You're the answer to someone's prayers*

Marketing is your sacred responsibility. You're the answer to someone's prayers. When you know who your ideal client is, and you speak their language, you understand their problems, and you solve their problems, then you are a Godsend.

Consider that you are a lighthouse. You're standing firmly on the rock "what's the problem that you're the answer to." You're the go-to expert for that problem and you're that lighthouse standing on that rock, giving hope, showing the way.

Like a lighthouse, it's your job to emit a strong, consistent, systematic signal broadcasting who you are, the problem that you solve, lighting the way to safety all the time.

Yes, that light might shine in the eyes of some seagulls and they may squawk at you, but don't let that disrupt your systematic, consistent broadcasting of your light, like that lighthouse. You are not there for the seagulls, you are there to change the lives and save the lives of the fishermen who would go aground and sink and die without your help.

So, stand in that firm place of knowing that you're a change agent, that you're there to change the world, that you're there to save lives. Don't worry about

the seagulls who don't like your marketing message, because your work makes an enormous contribution. How does that resonate with you?

HOST: I'd say it's spot-on. That's one of the things that we share, the goal of helping more people. If we aren't doing it and people don't know about us, then they're going to actually end up with some watered-down version that's out there. There are some very successful coach trainers out there who have never done it. They're making over a million dollars a year but they have never coached, they have no coaching skill set. But, they're coaching and getting wealthy because while they may not be good at coaching, they are good at marketing.

People who can solve problems deserve to get their message out there. They need to own that. They need to recognize that their message is needed. Their contribution is needed.

I like your definition that entrepreneurs solve problems at a profit. One of the key action items from today is to know who your ideal client is, to speak to their language, and talk the language of problems and solutions. You don't have to try and win everybody, but instead focus on speaking directly to your ideal client.

Any final quick tips that you could add?

AURORA: I really encourage you to think about systems. Failure comes from not having effective systems to turn prospects into clients. Parts of those systems can be effortless like autoresponders or postcards that you send out automatically. Other parts will have human touch. Don't be erratic. Design and deploy an effective system.

For example, people who would like to learn more about marketing register online at [www.MarketingFastrack.com](http://www.MarketingFastrack.com) to get free marketing training videos. They're invited to complimentary phone seminars to add even more value and

connection. They're invited to come to events, or apply for a complimentary strategy session to get their questions personally answered. Most of this happens automatically, so I can focus on doing what I do best.

## *You can do this, too*

You can do this, too. It works for just about any kind of business. You can use a book, a CD, or videos to generate leads.

Here's another example. At the Grief Coach Academy, there's another systematic funnel, which starts with a sequence of coach training videos at [www.GetCoachTraining.com](http://www.GetCoachTraining.com). Then the first 500 people were offered a free copy of my softcover book *Grief Relief in 30 Minutes*. The book was free, but people paid a few dollars to cover the cost of shipping and handling.

Surprisingly, investing even a few dollars to cover the cost of shipping and handling really helps separate the

“wheat from the chaff.” In my experience, people who invest a few dollars will often invest \$10,000 or more as their second purchase.

So you may want to create a similar system, and follow up with people who buy, even if it is only a token investment.

The best part is, a good system can work for you while you sleep.

*95% of all failure comes from not having an effective system. What's your marketing system?*

95% of all failure comes from not having an effective system. What's your marketing system?

You want your system to be the right fit for you, and play to your strengths. It also needs to be the right fit for your niche, and talk the right language for your ideal client.

For example, one of my clients wanted to reach CEOs and Human Resources managers with her message. A shocking 70% of employees are not engaged with their work, with a full 20% of employees being actively disengaged. That sabotages profits and productivity.

While the CEO may have his foot on the gas pedal of growth, 70% of employees are in neutral, and 20% have their foot on the brake!

When Denise Henry started the VIP Marketing Fastrack™ mentoring, she had a good draft manuscript. However, her working title *Finding Your Groove* failed to speak the language of the primarily-male CEOs she wanted to reach.

*Are you speaking the  
language of your  
ideal client?*

After doing her assigned Marketing Fastrack™ homework, and getting clear on her ideal client and their problems and pain, we came up with a much more powerful title: *Winning the Talent War*.

Now she is positioning herself as the go-to expert for CEOs and HR executives who want to win the talent war.

She uses coaching performance solutions to increase employee engagement and increase productivity and profitability. She offers solutions to the problems of attracting, retaining, and developing superstar talent.

She only had to tweak her manuscript about fifteen percent. Her content was good, but her positioning was weak.

*How could you  
tweak things 15% and  
position yourself for  
greater success?*

Now Denise can effectively use her book *Winning the Talent War* as part of her marketing funnel. It is a very effective way of establishing herself as the go-to expert. With her strong title and strong content, she could easily attract national media coverage on radio and TV. (All she needs is a little media coaching, and that's what we will be working on next.)

One more quick tip. I love this metaphor because I grew up on a farm. I love horses, I love animals, I love nature. Think of your business like a garden.

## *Corn, radishes, and trees...*

You want to plant corn, radishes, and trees. If you think about radishes, radishes grow very quickly. A couple of weeks from planting and you've got radishes you can eat.

Corn, you plant it in the spring, and you harvest it in the fall. So, corn takes a season to grow.

Then there are trees. Trees take a long time, and last a long time.

So, balance your time deliberately. Allow some time for the radishes; the quick fix, get a client tomorrow, get some cash in the door.

## *Starting a movement or growing a seven-figure business is like growing a tree*

Starting a movement or growing a seven-figure business is like growing a tree. Trees are things like writing your books. Trees are things like getting on the radio, getting on TV, nurturing long-term relationships with mentors and friends.

Trees are things like investing time to learn new skills, become certified, or get a degree like an MBA. These things take time—but last a long time and bring benefits for many years to come.

Then you also want the middle ground, where you've got the corn. Corn would be like investing in advertising and marketing, investing in having your own coach or mentor, setting up joint venture promotions, designing your marketing systems, calling your clients, delivering five-star service, and asking for referrals systematically. It may not pay off tomorrow, but it will pay off in a few months.

## *Corn, radishes, and trees.*

Corn, radishes and trees. How are you allocating your time now? What needs more time?

*How are you  
allocating  
your time now?  
What needs  
more time?*

HOST: That's a great metaphor.

Aurora, thank you so much for sharing your expertise, your time, and your heart with the group. We're better because of it.

I look forward to seeing you at your next event! That's going to be awesome.

Aurora, again thank you so much.

AURORA: You're so welcome.



## MY STORY

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If you are a “people person” like me you might want to know more about me. So here is my story. (If you are more of a “number cruncher,” feel free to skip to the “Case Study” section.)

My life seemed like it couldn’t get any better. My husband and I fell in love at university. We started with nothing. He was \$14,000 in debt when we met, and I had maybe \$500 to my name. But we were in love and we wanted to be together, so we left our jobs and started a business together in our early twenties.

We needed a business that we could launch with no money, so we used his skill as a sailor and launched a yacht charter company, Pacific Quest Charters. We managed the rental of sailboats owned by other people for a management fee.

I remember the first boat show we attended. The grizzled owners of other yacht charter companies dismissed our youthful enthusiasm and figured we wouldn’t make it to the next boat show — we’d be out of business. Money ran out, my husband got a job to put groceries on the table, but we didn’t give up on our dreams.

We struggled, but eventually our humble yacht charter company became a success. Then we launched a yacht sales company, Pacific Quest Yacht Sales.

From such humble beginnings, our company eventually grew to the largest yacht charter and yacht sales company in Western Canada — a multimillion dollar business. Our grizzled competitors were wrong.

We sold the charter company for six figures and continued selling yachts as tax shelter investments. Flush with success, we bought our own racing yacht, a sleek C&C 37R which we christened *Fastrack*.

My husband loved racing that sailboat. I still remember the look on his face after he and his crew won their very first race at the Maple Bay regatta. His freckled face was beaming with joy. The joy of winning, the joy of pushing himself to do his best, and the joy of camaraderie. Safely on shore with our newborn son, I savored their triumph.

A few years later, we were building our dream home on a lake at a world-class ski resort, Whistler, BC, Canada. I was following my dreams of being a writer.

John Badham (director of the movie *Stake Out*) hired one of our yachts to shoot a scene in a movie (*Bird on a Wire*), and so I had the opportunity to connect with

Mel Gibson, Goldie Hawn, and others as we spent a day together sailing and shooting. As a result, I had just been hired to write my first script for real money.

My husband and I had a four year-old son, who was adorable as only four-year-olds can be.

In other words, life was great.

And then—my thirty-three year-old husband dropped dead unexpectedly.

As you might imagine, my life completely shattered. I felt like Humpty Dumpty. My life as I knew it had shattered into a million pieces. And I couldn't put the pieces back together again.

My husband died beside me, so I had all these "if only's." If only the phone had been connected (he died the day we moved, and the phone wasn't connected yet). If only I'd known CPR. If only we had hired a mover. All these "if only's" kept me stuck in grief.

I didn't know how to work through all my feelings, so I kept writing in my diary. I have kept a diary since I was nine. I never intended to reread it myself, let alone show it to even one other person. I certainly never intended to publish it.

My diary was my own process of venting and expressing my feelings. It was my lifeline through grief. I needed some way to process and release my feelings.

About 10 years after my husband died, I was working as a film and TV executive producer. I had worked at Atlantis Films and Porchlight Entertainment as an executive, and had launched a film and television production company called Random Harvest Productions with a partner in London, England.

The night my husband died—February 18, 1991—had faded into a distant memory. And then I stumbled across my old diary. I flipped it open, just intending to glance at it. But I couldn't put it down. It was so raw, so real. Two and a half hours later, I had read the whole thing. It all came crashing back to me.

I realized that I held in my hands the book that I had wanted to read when my heart was broken. I had wanted a road map through the twists and turns of grief. I wanted to know when I would feel like myself again. I wanted to know, "Is this normal?" Grief is so intense. I had never experienced anything like it before.

It was a powerful and transformative journey. But there is a light at the end of the tunnel. Eventually, I went from heartbreak to happiness.

I realized that my diary, which later became the book *From Heartbreak to Happiness®* could be a lifeline for other heartbroken people. It could show them that there is hope for them, too. It could encourage them to hang in there, and let them know that they are not alone. That healing is a process.

My husband's death sent my life in a whole different direction. Through his death, he became my greatest spiritual teacher. Through his death, he profoundly changed me in ways that I'm deeply grateful for now. I wanted to help other people go From Heartbreak to Happiness® more quickly and easily.

Initially, I started coaching people who were drawn to me through my book. Later, I realized that no matter how fast I talked, I would not be able to personally coach the over 50,000,000 people dealing with grief.

So I founded the Grief Coach Academy to leverage my contribution. The Grief Coach Academy was the first coach training school devoted to training coaches to coach their clients through grief and From Heartbreak to Happiness®.

After successfully training many coaches and creating and refining a detailed "blueprint" that others could follow, I felt satisfied that I had achieved my goal of making a contribution to grieving people and the coaches and other caring people who support them.

Like any entrepreneur who achieves a major goal, I looked around for my next goal. What's next?

People were always asking me for help with their marketing and messaging. They were always asking me for help to grow their businesses. Realizing that I had spent a lifetime as an entrepreneur, including launching four successful businesses, and that I had decades of experience as an award-winning writer and TV executive, I thought it would be meaningful to help people fastrack their marketing.

Specifically, to help leaders and conscious entrepreneurs language and leverage their unique gifts, talents, and vision so they could increase their income and their impact—and have more fun—while making a bigger contribution to the world.

So, I launched Marketing Fastrack™ as a book, online study program, workshop, and VIP mentoring program.

After the successful market test, I decided to invest in my education and learn the latest business and leadership skills so that I could contribute in an even bigger way to businesses. I enrolled in the MBA program through CIMBA Italy and the University of Iowa, and am scheduled to graduate July, 2015.

And yes, “Fastrack” was the name of the sailboat my husband cherished. So the name of this book is a “tip of the hat” to him—and to doing things that make us feel more joyful and alive.

## Case Study – the Speed of Trust

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If you're an analytical person who likes detailed numbers, figures, and facts, here are some facts you may find interesting on launching a business test. (If numbers bore you, feel free to skip to the next section.)

In March, 2014, I decided to run a real-life market test to see if people would be interested in a completely new service from me: VIP Marketing Fastrack™ Mentoring. This concept was a far cry from the business I was well-known for at that time, which was training coaches at the Grief Coach Academy. I honestly wasn't sure if people would be interested, as most people were unaware of my extensive background as an entrepreneur. They knew me as the Founder of the Grief Coach Academy.

I think running a business is a lot like sailing. You want to see which way the wind is blowing. I like to test a new idea in the real world, and see if the market is interested before spending a lot of time and money creating something new.

I highly recommend you design a 90-day test for your new product or service or for your new business. It reduces risk.

I didn't want to spend a lot of time or money testing this idea, so I used what I had, which was basically:

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## USED TO LAUNCH TEST

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- My good reputation
- Expertise being a guest on TV
- Expertise writing pitches to get media
- Videos shot for the marketing portion of my existing coach training course
- Several books, including my book *Grief Relief in 30 Minutes* (not exactly a marketing book!)
- A modest list of over 10,000 people who had expressed interest in a completely different service (training to be a coach)
- Relationships with radio & teleseminar hosts
- The ability to design and deliver new content
- My own enthusiasm

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## NOT USED FOR MARKET TEST

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- An office (just my own home office)
- Any full-time employees (just me)
- Joint venture partners to pull off a mega-launch with a blizzard of emails (test first)
- Print, radio or TV advertising (test first)
- Postcard advertising (test first)
- Brochures, business cards
- A PR firm
- A salesperson

So, here's what I did on a shoestring budget of both time and money. (I was busy running a different business, after all!)

In March 5, 2014, I sent an email to my list announcing this new idea, and letting them watch a video I had shot previously about writing a book to launch your business. Here's what the email said:

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## EMAIL BLAST #1

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Hi `%%$firstname$%`,

Authors are experts. Experts get paid more.

You have a book in you, `%%$firstname$%`.  
Everyone does!

YOUR BOOK can be an important part of your  
OVERALL MARKETING PLAN.

In this complimentary training video,  
former TV executive producer and award-winning  
writer Aurora Winter (yes, that's me!) shares  
how you can write your book in 12 weeks.

Learn a week-by-week blueprint for  
getting your book done -- FAST!

HOW TO WRITE YOUR BOOK  
<http://www.aurorawinter.com/ml/>

**\*\*forward to friends who would benefit\*\***

Learn the 4 kinds of books best for  
establishing your expertise, as well  
as the kinds of books to avoid.

Most of you know me as a coach trainer,  
but I'm also an award-winning writer.

I was formerly the head of development of

Canada's largest film & TV company  
(then called Atlantis Films).

I oversaw 250 hours of TV production,  
scripts, writers, and a development  
budget of \$1.5 million dollars.

A movie I wrote starred the late, great,  
Jack Palance. Then I moved to LA and was  
a film executive, working closely with very  
talented writers, producers, directors,  
and stars.

Yes, I did go to the Cannes Film festival,  
and yes, I did walk the red carpet at the  
Oscars a few years ago...but that's another  
story for another time.

Staying focused on the issue at hand, which is:

YOU -- AUTHOR & EXPERT

Experts make more money. (And get more radio &  
TV appearances and invitations to cool parties!)

So...you might want to take advantage  
of my decades of experience and check out  
this video on how to get YOUR book done,  
%\$firstname\$%!

HOW TO WRITE YOUR BOOK  
<http://www.aurorawinter.com/ml/>

Another secret you might not know about me  
is that I have launched several SEVEN FIGURE  
businesses...from scratch!

I LOVE helping people with their message  
AND their marketing.

What most people don't know, is those  
two things go HAND IN HAND.

Your MESSAGE is a key part of your MARKETING.

So, stay tuned...we're launching a  
BRAND NEW MARKETING FASTTRACK  
BLUEPRINT SYSTEM

I'm super excited about this new program

designed to help successful small business owners become even MORE successful... in JUST SIX MONTHS!

Absolutely, positively for sure.  
But...more on that later.

Don't forget to watch the video about writing your book!

<http://www.aurorawinter.com/ml/>

And yes, the marketing fastrack blueprint is for ALL KINDS of small business owners: speakers, authors, photographers, coaches, doctors, pilots, consultants. Any small business that needs marketing, that is! LOL

Dedicated to your peace & prosperity!

Aurora Winter

==

PS Interested in TURBO-CHARGING your small business marketing? Interested in training to become a coach and help others go "from stress to success"?

Find out more about how we can help you with a personal 1-on-1 phone call. Details here:  
<http://www.aurorawinter.com/strategy/>

==

Aurora Winter

Trainer, Speaker, Coach, Author  
"From Heartbreak to Happiness"  
"Encouraging Words"  
"Grief Relief in 30 Minutes"

<http://www.AuroraWinter.com>

The very next day, on March 6, 2014, someone who had previously ordered my book *Grief Relief in 30 Minutes* completed the 6-page strategy session form, to apply to talk to me. The book was offered on a special promotion, but she had invested \$6.86 to cover the shipping and handling a few weeks prior, on January 22, 2014.

You can see the current strategy form here: [www.AuroraWinter.com/strategy](http://www.AuroraWinter.com/strategy)

I had just created that new strategy application form on March 3, 2014. The form itself helps people self-select what they are interested in.

Strategy application form follows for the benefit of those readers who like details. (If this is too much detail, by all means skip to the next section).



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## STRATEGY APPLICATION FORM

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### *Tell Us About You!*

What are you interested in?

Check one or more of next boxes, then complete the details for that section.

☐ ➤ **MARKETING FASTRACK**

Looking to turbo-charge your income and impact in your existing business or career? Ready for more advanced training? Complete the Marketing Fastrack section, below.

☐ ➤ **COACH TRAINING**

Looking to learn marketable new skills to help others as a coach? Ready to start a new career? Complete the Coach Training section, below.

Complete appropriate  
section, following...

## ►MARKETING FASTRACK

Complete this ONLY if you checked Marketing Fastrack, above. Check all that apply.

☐ You already have an existing business OR you have the basis to launch a business based your existing expertise (a successful business, niche expertise, your book, public speaking, etc.). (This is a required prerequisite.)

Marketing Opportunities that you are active in, or intend to include or add to your existing or new business

- ☐ Writing your book
- ☐ Writing articles, blogs
- ☐ Video Training
- ☐ Creating Products
- ☐ Creating Workshops
- ☐ Public Speaking
- ☐ Hosting Events
- ☐ Mastermind Groups
- ☐ Coaching
- ☐ Other Training
- ☐ Teleseminars
- ☐ Membership
- ☐ Online media

- ☐ Print media
- ☐ Direct mail
- ☐ Consulting
- ☐ Joint Ventures
- ☐ Radio interviews
- ☐ TV Appearances

Indicate which of the following describe you.

- ☐ Do you consider yourself intellectually curious, teachable and coach-able?
- ☐ Are you able to apply and implement ideas and examples from diverse sources?
- ☐ Do you have expertise, experience, knowledge, contacts, and resources of potential value to other members?
- ☐ Your current gross income from your business is at least 6 figures, OR you have a track record of earning \$75,000 salary or more as a professional, OR your net worth is over \$300,000?
- ☐ Your FICO score is 700 or more? (note: 0% financing may be available)
- ☐ Are you committed to upward and forward momentum—growing and expanding your existing business, or launching your new business?

Indicate which of the following are important to you.

- ☐ One-on-one VIP mentoring from an entrepreneur with a proven track record of success across multiple businesses?
- ☐ One-on-one VIP coaching to dig deep into your business opportunities and tailor an action plan specifically for you?
- ☐ Media coaching to shine when you appear on radio or TV?
- ☐ One-on-one coaching with a certified coach to ensure your momentum?
- ☐ Masterminding with like-minded people to have breakthrough ideas?
- ☐ Marketing training at a live workshop to learn and practice new skills?
- ☐ A blueprint for success to follow with training, coaching, and follow up?
- ☐ Community membership and networking with like-minded people?

**MARKETING FASTRACK SCORING:** The more items you checked off as YES, the more beneficial this program will be to you. This is advanced mentoring for people who already have a solid business foundation. The maximum score is 33.

We would consider a score of LESS THAN 10 disqualifying, and would recommend the Coach Training option, below, in order to build your solid foundation.

A score HIGHER than 20 virtually mandates participation—clearly this program is made for you!



Coach Training  
Strategy Application  
on Next Page...

## ➤COACH TRAINING

Complete this ONLY if you checked Coach Training, on page 1. Check all that apply.

☐ People tell you that you're a good listener, and they seek out your support.

Skills that you would like to learn.

- ☐ How to coach your clients from stress to success
- ☐ How to be a great listener
- ☐ How to coach clients through grief or "meltdowns"
- ☐ How to coach your clients to design their life
- ☐ How to help your client remove the "brakes" stalling them
- ☐ How to create raving fans with your foot on the "gas"
- ☐ How to market your coaching or consulting services
- ☐ How to have an enrolling conversation
- ☐ How to sell without selling
- ☐ How to set your prices
- ☐ How to retain clients
- ☐ How to make your price seem insignificant
- ☐ How to design an irresistible offer
- ☐ How to create a business card that turns prospects into clients
- ☐ How to choose your niche as a coach or consultant

- ☐ How to build your unique brand and USP (unique selling proposition)
- ☐ How to leverage your USP with Public Speaking
- ☐ How to leverage your USP with TV and radio
- ☐ How to write your book in 12 weeks or less

Indicate which of the following describe you.

- ☐ Do you consider yourself intellectually curious, teachable and coach-able?
- ☐ Do you like to help others?
- ☐ Do you have a successful track record as a professional earning \$50,000/year or more?
- ☐ Is your FICO score 700 or more? (note: 0% financing may be available)
- ☐ Are you committed to learning new skills to make a difference to others and live up to your full potential?
- ☐ Are you 100% committed to the confidentiality of the other participants?

Indicate which of the following are important to you.

- ☐ A proven coaching recipe with a workbook and specific training for you to master each coaching process?
- ☐ One-on-one VIP mentoring from an entrepreneur with a proven track record of success across multiple businesses?

- ☐ One-on-one VIP coaching to dig deep into your business opportunities and tailor an action plan specifically for you?
- ☐ One-on-one VIP coaching to help you go from stress to success?
- ☐ Media coaching to shine when you appear on radio or TV?
- ☐ One-on-one coaching with a certified coach to ensure your momentum?
- ☐ Masterminding with like-minded people to have breakthrough ideas?
- ☐ Coach training at a live workshop to learn and practice new coaching skills?
- ☐ Marketing training at a live workshop to learn and practice new skills?
- ☐ A blueprint for coaching success to follow to accelerate your success?
- ☐ Community membership and networking with like-minded people?

COACH TRAINING SCORING: The more items you checked off as YES, the more beneficial this program will be to you. The maximum total score is 37. This training is for people ready to be a coach, consultant, or mentor full time or part time. We would consider a score of LESS THAN 10 dis-qualifying. A score

HIGHER than 20 virtually mandates participation—  
clearly this program is made for you!



Complete Your  
Contact Information  
on Next Page...

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## STRATEGY APPLICATION - FINAL PAGE

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PLEASE COMPLETE THE FOLLOWING

Name:

Personal email:

Cellular Ph:

Alternate Ph:

Mailing address:

Web site:

My current business or career:

I heard about Aurora through:

My top 3 opportunities:

My top 3 challenges:

Once we receive your completed application, we will schedule your strategy call. We look forward to speaking with you soon!



To recap, after I sent my very first email about this new idea on March 5, 2014, we received the completed strategy form the next day, on March 6, 2014, from a new prospect.

My virtual assistant scheduled a strategy session for me to talk to the prospect on March 12, when I was in Santa Barbara, California.

She was an ideal client—someone who would really benefit from my mentoring, who would be a joy to work with.

I spoke to the prospect again on March 20, 2014, when I was in Sedona, Arizona, and she decided to enroll. We received her completed contract for \$14,000 on March 24, and we processed her initial credit card payment of \$5,000 on March 25, with the balance arriving shortly thereafter via check.

So—what this means is that, after sending a test email, I had money in the bank within three weeks.

Pleased with the “yes” from the market place, I decided to create some new videos specifically for this new business.

The \$14,000 of new revenue more than financed the rest of the test launch, with plenty of profit to spare. In other words, my first client financed the growth of

the new business, and you can use this same approach to leverage your business growth, too.

The \$14,000 gave me plenty of money to create a new video marketing funnel, which cost just a few hundred dollars. I took a day to plan the content, a day to shoot the videos, and about another dozen hours all told to supervise getting the videos edited and online. The cost was mostly my time, plus a few hundred dollars for the professional cameraman to shoot and edit the videos. That included the cost for my son, the tech genius, to put the new videos online on a brand-new web page.

New marketing funnel — done! No problem, thanks to my virtual team, and my background as a writer and film and TV producer.

Then, I invested a very nominal amount to test driving google and Facebook traffic to that new web site, [www.MarketinFastrack.com](http://www.MarketinFastrack.com).

I love videos—they work for you while you sleep. They create a personal connection. I highly recommend that you include videos in your marketing.

Next, I went to San Diego for a convention. (Are you noticing that I have the freedom to run my business from anywhere in the world?) While there, I called a

new friend, Marc VonMusser, Director of Coaching for Tony Robbins, and we had breakfast. (He had steak—quite the fitness buff.)

Marc had attended my coach training event in the fall of 2013. He had also interviewed me about grief coaching and growth coaching, and we hit it off. He had already experienced that I'm a good guest with good content. So when I suggested that we talk about marketing on a phone seminar to his team of over 100 coaches, he agreed.

On April 18, 2014 he interviewed me on a live teleseminar on the topic of "Three Marketing Mistakes Even Smart People Make." A number of the coaches immediately signed up to attend my May 3-5 coach training event in Los Angeles, CA.

I liked the content of the phone seminar and had it transcribed to make a quick ebook. (It did not have this section, obviously.) My son created a book cover.

Now...how to leverage that ebook? Hmm...could I get on TV with an ebook? A TV clip from a major station would certainly jump-start my media campaign nicely.

Meanwhile, back running my main business, I had my hands full preparing for and hosting a coach training event on May 3-4, and a VIP Mastermind on

May 5 in LA. That event was sold out, perhaps in part due to the buzz for the new Marketing Fastrack™ program.

Leveraging that already-planned event, I changed the content on May 5 to deliver Marketing Fastrack™ mentoring. I coached people to design their own signature story, and to talk about what they do in a way that is engaging, inspiring, and impactful.

Attendees were thrilled with the marketing, messaging, and media coaching. We captured many enthusiastic endorsements on video. These videos provided glowing testimonials for my new VIP Marketing Fastrack™ mentoring.

Four more people signed contracts for my new VIP Marketing Fastrack™ Mentoring, bringing the total to approximately \$72,023 of new business in 90 days.

Bull's eye! Not bad for a test of a new idea. I was happy and decided to give the idea more of my time. (Later, one person was unable to obtain financing for her \$14,000 investment, and I decided not to offer financing to her; so reduce that total to \$58,023 of actual cash revenue.)

Let's round down to \$55,000 as the 90-day net result. Additional cash expenses for this 90-day test were

trivial, under \$2,000. My main cost was my time. More revenue came later.

If you created an additional stream of profit of \$50,000 or more in 90 days, which annualizes to an additional \$200,000 per year, what would you do?

*If you created an additional \$200,000 per year, what would you do?*

Would you consider that test successful? Would you look for ways to enhance and grow that business? Would you look for ways to evolve and grow your skills to add even more value and momentum?

Meanwhile, I had become friends with Jenny Toste, a TV host who had interviewed me on CBS-TV previously. When I suggested off-hand that she might like to interview me about my new book, she said “Sure!” So I dashed off two pitches for her to present to her boss.

She pitched the interview to her boss the next day, and booked not one, but two interviews for the following week. She said they very rarely book two segments with the same guest on the same day—but her boss liked my media hooks.

On June 25, 2014, Jenny Toste interviewed me on two live segments about marketing and about my new book on CBS-TV.

So there you have it—new business tested and profitably launched in 90 days, all while I was still running another business.

Summary: on March 5, 2014 I sent one email, and immediately had an ideal prospect. Within three weeks, I had my first order for \$14,000 and cash in the bank. Within 90 days (by May 5, 2014), I had attracted over \$70,000 of new contracts, which in the end resulted in over \$55,000 of new revenue from this new business idea in 90 days.

Annualized, that works out to over \$200,000 of new income per year. I'd call that a successful test.

The next month, my new business concept and new book were featured on national television on CBS-TV.

Pleased with the success of this initial test, I decided to invest more in my success by taking my MBA in Italy in 2014-15 through CIMBA Italy and the University of Iowa. As you may have noticed, I look for ways to leverage every victory into an even-bigger achievement.

By getting the latest education in business, leadership, and neuroscience, I empowered myself to deliver more value, and be an even-bigger contribution.

Revising this book in January, 2015, I recently updated my life mission statement. Here it is:

*I am creative, curious, and connected, and a catalyst for leaders to language and leverage their unique gifts, talents, and vision, so that they can influence, empower, and create an extraordinary contribution.*

What about you? What's your life mission? How can you invest in your future success? How can you continue learning, evolving, and contributing?

## WHAT TO DO NEXT

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Now that you have read this entire book, I recommend that you re-read it and answer all the questions so that you get the most value.

So do yourself a favor and do the following:

- Answer all the questions on the pages in the back of this book or in your special Marketing Fastrack™ notebook
- Decide on action items to go with each insight
- Use a highlighter to mark immediate action items, 30 day action items, 90 day action items, 1-year goals, and over 1 year goals
- Block off time to take your actions on your calendar
- Write down why achieving those actions will be meaningful
- Test your ideas with a 90-day test
- Track and measure your marketing campaigns
- Share with your mastermind group to maximize the speed of your success
- Watch the bonus training videos at [www.MarketingFastrack.com](http://www.MarketingFastrack.com)
- Get a successful mentor
- Commit to your success

As my VIP Marketing Fastrack™ client Chad Cooper says, “You get what you commit to—and schedule.”

Chad committed to making a bigger difference. He completed his book “Time Isn’t the Problem—You Are” which was the primary focus of our coaching. Through our work together, he refined his message, got media and publishing insights, and now shines as a polished presenter on radio and in person. He is now in negotiations with Harper Collins to publish his book. Chad told me that, “You have been a big part in getting this off the ground and getting me ready.”

What about you? What would you do if you knew you could not fail? What would you commit to—and schedule?

Don’t short-change your results by doing this alone. Get a friend or coach as your accountability partner. Start a small group Mastermind at your local Rotary, Chamber of Commerce, church, or other organization.

One of the easiest ways to fastrack your success is to seek out like-minded people. Trying to do everything by yourself is the slow way.

Take some action now! Review the 10 steps to speed your success on the next page.

## Multiply the Value of This Book!

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What if you could make a bigger contribution to the world by actively engaging with this book? What if you could empower, engage, and lead more people by learning these marketing principles?

What if you could create an additional \$200,000? What if you could reach 200,000 more people, ignite their imagination, and inspire them to take life-affirming action? Would you take action?

Here are 10 steps to speed your success:

1. Develop a deep, driving desire to master the principles of marketing. Make a list of the reasons why it's important to you to learn these skills. Make a written commitment to your own success.
2. Don't just skim this book, devour it! Engage with the questions, write all over it, dog-ear the pages, underscore each important idea. Your notes make your personal copy of this book even more valuable.
3. Read with the intention of passing on something you learned within 24 hours. When we read to teach and share with others, we learn most deeply.
4. Share this book with a friend and agree to be each other's accountability buddy or coach. With support, you will have more momentum.

5. Treat this book as the appetizer and take advantage of the full banquet that has been prepared for you. Get the bonus marketing video training that comes with this book here: [www.MarketingFastrack.com](http://www.MarketingFastrack.com).
6. As you read this book and watch the videos, make notes. Keep a journal with your insights and action list, or use the pages at the end of this book. Spend 15 minutes reviewing and updating your list every day.
7. Start a small mastermind group at your Rotary, Chamber of Commerce, NAWBO, church, club, or other organization. Meet weekly to share your insights, ideas, and action plan. Masterminding will dramatically accelerate your progress.
8. Review your action list each week with your coach and mastermind group. Schedule specific times to take specific actions. Take action!
9. Take advantage of the opportunity to practice your marketing and communication skills at a live event with like-minded people. Attend our next event to take your skills to the next level rapidly.
10. Get a successful mentor. Everyone has blind spots. One mistake can sabotage what would otherwise have been a stellar success. The most successful people mentor others and also have mentors.

## CONCLUSION

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I trust this book has shown you how you can launch your new business—or new product or service rapidly. You can commit to GSD “get stuff done”!

In 90 days, I tested a new business idea, and made a handsome profit. I got some wonderful new clients, wrote a book, shot videos, created a new marketing funnel, and got on national TV. All from a virtual office with no full-time employees, and while running another business. If I can do it, you can, too!

What business idea could you test in 90 days? How can you test your idea easily, and with little risk? Who do you know who already respects you who could help you? How can you leverage your ideas and enthusiasm and have them work for you 24-7, such as in a book, CD, or videos?

What questions stood out to you? Go back and review the questions and your answers now. What other quality questions could you ask yourself or the people in your Mastermind? Have fun with this!

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## GETTING A MARKETING MENTOR

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Journaling is great, but there's nothing like having the support of a marketing mentor to help you build your business quickly. No one can see their own blind spots.

Often the gap between good and great means the difference between six figures and seven figures. It can mean the difference between living up to your full potential and creating a significant contribution, or falling short because you missed an essential step.

It can mean the difference between completing your book with a great title that attracts CEOs and handsome contracts—or a not-quite-there book that no one reads (or that you never complete).

It can mean the difference between getting on national TV and radio and nailing it with a terrific interview—or being passed over.

It can mean the difference between owning a couple of struggling stores—or going to the next level and franchising your business, and generating 7 figures and an enviable stream of ongoing income.

The next step for many people is to attend our next training event, or engage Aurora to speak to your corporation.

If you're a successful entrepreneur, leader, manager, or author who is ready to accelerate your success, you're invited to apply for our VIP Marketing Fastrack™ mentoring program. The next step is a complimentary strategy session. Apply online at [www.AuroraWinter.com/strategy](http://www.AuroraWinter.com/strategy).

*Visit:*

**[www.MarketingFastrack.com](http://www.MarketingFastrack.com)**

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## ABOUT THE AUTHOR

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Aurora Winter

Aurora Winter is a speaker, trainer, author, and mentor. A successful entrepreneur, Aurora has launched several innovative businesses from scratch, using the proven business and marketing skills she now teaches to others.

Aurora's passion is to help entrepreneurs language and leverage their unique gifts, talents, and vision, so that they can build strong teams, profitable businesses, and compelling movements.

Aurora has been featured on TV, radio, magazines, and films, including: CBS, ABC, FOX, KTLA, Hallmark Channel, Huffington Post, Oprah radio, NPR radio, Elle magazine, Success magazine, and more.

Formerly a film and TV executive producer, Aurora currently enjoys being a guest, host, or producer. She likes using her expertise to teach people how to be interviewed on national TV and radio, and how to position their message and their brand for success.

An award-winning screenwriter, Aurora is the author of several books, workshops, and training programs. Her work has been endorsed New York Times best-selling authors, including Dr. Wayne Dyer, Rev. Dr. Michael Beckwith, Rev. Temple Hayes, Dr. Bernie Siegel, and many others.

To enhance her business and leadership skills and get the latest cutting-edge training, Aurora took her MBA in 2014-15 in Italy, and is scheduled to graduate with her MBA July, 2015 through CIMBA Italy and the University of Iowa.

For more information, visit [www.AuroraWinter.com](http://www.AuroraWinter.com).

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## BOOKS & RESOURCES

### BY AURORA WINTER

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*Marketing Keys (CD set)*

*Marketing Fastrack™ (book)*

*From Heartbreak to Happiness® (book)*

*Encouraging Words (book)*

*Grief Relief in 30 Minutes™ (book)*

*Grief Relief Workbook (book)*

*From Heartbreak to Happiness®: Coaching Skills (CD set)*

*From Heartbreak to Happiness® (audio book)*

*Online Coach Training with videos, audios, and more*

*Online Marketing Training with videos, audios, and more*

*Entrepreneurial Training with videos, audios, and more*

*See resources online at [www.MarketingFastrack.com](http://www.MarketingFastrack.com) and  
[www.AuroraWinter.com](http://www.AuroraWinter.com)*

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## MY MARKETING FASTRACK™ INSIGHTS & ACTION PLAN

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**MY NOTES FROM 7 TRAINING VIDEOS**  
**WWW.MARKETINGFASTRACK.COM**

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## **Book Aurora to Speak**

Schedule Aurora to speak on TV, radio, or at your next event. The first 15 non-profits to apply in 2015 will receive a complimentary talk at their local Rotary, Chamber of Commerce, NAWBO, or other worthy organization. (Travel costs may apply outside of the Los Angeles, Santa Barbara, San Diego, CA or Vancouver, BC areas.) Phone 866-200-0969 or email [Aurora@MarketingFastrack.com](mailto:Aurora@MarketingFastrack.com). (Over \$5,000 value)

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