



3 Massive Mistakes Even Smart, Successful Entrepreneurs Make That Sabotage Their Marketing—and How to Avoid These Mistakes Forever!

with guest expert Aurora Winter

INTRODUCTION

Aurora Winter, best-selling author who has appeared on CBS, FOX, ABC and Oprah radio shares how she has reached over 1 million people with her marketing messages, and how you can, too!

Formerly a TV producer, Aurora is the creator of the Marketing Fastrack™ system. She loves to be a catalyst for personal, professional, and business growth.

You will learn 3 common mistakes that even successful small business owners make that cost them tens of thousands – or even hundreds of thousands -- a year in lost income. Aurora will share how to avoid these mistakes, and what to do instead to fast track your marketing.

Learn how to position yourself as THE go-to expert, turn problems into profit, and create loyal customers and raving fans!

SAMPLE QUESTIONS

>>Can you tell me about your background as a serial entrepreneur?

(boat biz, film biz, coach training)

>>How did you get started?

(struggle)

>>What was the key to launching your 7-figure businesses?

(1 tipping point idea)

>>What is a dangerous trend in marketing?

(Hype. People buy from people. Caring is old-fashioned but works.)

>>How can a small business owner have a brand? Isn't that just for Apple and IKEA?

(You are the brand. Likely more than one.)

>>How do you define "entrepreneur"?

(Solving problems at a profit. What's the problem you're the answer to? What has your life been a unique laboratory for?)

>>So turn your own problems into profit?

(Yes!!! once you have triumphed over them)

>>How does your background as an award-winning screenwriter and TV executive producer help you with marketing? How can small business owners do the same?

(be the screenwriter and write your ideal client, their problems, hopes & dreams)

>>I hear you love horses and grew up on a farm. What does farming have to do with marketing?

(corn, radishes, trees)

>>What is big mistake #1 that even smart, successful entrepreneurs make that costs them tens or even hundreds of thousands of dollars in lost revenue each year?

(not positioning themselves as THE go-to expert, writing books, getting on TV and radio.)

>>What's the 2nd mistake?

(not revealing self & humanity)

>>How can marketing be intimate and yet efficient?

(open and authentic, systems to qualify leads & protect time)

>>What's the 3rd mistake?

(Not knowing how to market effectively)

>>What's are some tips people can use right away to improve their marketing?

Know your ideal client. Speak directly to them. Forget the rest.

Be a lighthouse. Create an irresistible offer that solves their problems at a profit.

Think systems. Failure comes from not having systems.

Set up a system 1x and it will work for you while you sleep.

>>Any other suggestions?

>>Where can people find out more?

www.AuroraWinter.com