

Thought Leader Secrets

Surprising ways that Sir Richard Branson, Sir Winston Churchill and Arianna Huffington became rich and famous, (and how you can use these 7 secrets—even if you're not famous)



Aurora Winter is the author of the brand-new book **“THOUGHT LEADER LAUNCH: 7 Ways to Make 7 Figures with Your Million-Dollar Message.”**

She is frequently featured in the media, including: CBS-TV, ABC-TV, Huffington Post, Oprah radio, NPR radio, and Success magazine, to name a few.

TV writer-producer Aurora Winter uses her film-making expertise and neuroscience to help people communicate effectively. Powerful, persuasive communication doesn't happen by accident. Learn how you can deliver a dynamic TED talk, a lucrative pitch, and an engaging TV interview. Discover how the right book can build your income, impact, and influence.

Q: Why did you write *THOUGHT LEADER LAUNCH*?

A: *Exponential change means we need leaders now more than ever. Especially women. Oxford study 45% of jobs will disappear in 10 years. Change means more danger & opportunity.*

Q: What stops people from becoming leaders?

A: *People don't know how to write a book, get media, do a TED talk. They don't know how to monetize their message.*

Q: Why don't people communicate effectively?

A: *“Message sent” is not the message received due to neuroscience. Gatekeepers in the brain. 3 steps to get through these gatekeepers.*

Q: Why are people so terrified of public speaking?

A: *MYTH: That you can just “wing it” and be great. Walking vs ballroom dancing. FACT: It takes effort to look effortless. But the payoff is HUGE. Example: Steve Jobs.*

Q: Were you always confident as a public speaker?

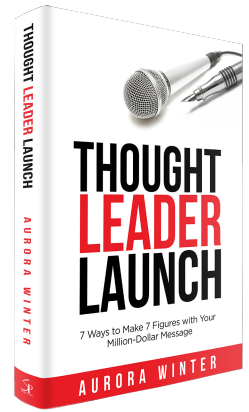
A: *No! First televised pitch. I discovered a 20-minute pitch could be life-changing.*

Q: What are some examples of a Million-Dollar Message?

A: *“The Four-Hour Work Week” (Tim Ferriss) “Power in Vulnerability” (Brené Brown), “Purple Cow” (Seth Godin), “A Thousand Songs in Your Pocket” (Steve Jobs, iPod), “A Computer on Every Desk and in Every Home” (Bill Gates)*

Q: How many books do you have to sell to make \$1M?

A: *It's a MYTH that selling books is how EXPERTS make money. That's what amateurs think. Movie stars, politicians & business tycoons create author-ity & wealth 7 other ways.*



Q: 7 Ways to Make 7 Figures. What's your favorite way to monetize a message?

A: *The evergreen bestseller. Attract ideal clients Doan (\$1.5M=> \$6M)*

Q: What results have you seen when people master their message?

A: *Stories: Jason (6=>8 figures); TED talks, Magazine covers, Launch a movement*

Q: What secret writing shortcuts did Sir Winston Churchill use?

A: *Churchill won 1953 Nobel Prize in Literature. Didn't write—he TALKED his books. Ghost writer & secretary. Hilary Clinton, JFK ...*

Q: How can you write a book without writing?

A: *A LOT of books are based on talking: "How to Win Friends and Influence People" by Dale Carnegie, "Power of Myth" by Joseph Campbell & Bill Moyers, "Ageless" by Suzanne Somers.*

Q: If someone uses a ghost writer are they really the author?

A: *Whose ideas, expertise, and experience are in the book? Thought leaders have thoughts worth sharing. Editors, scribes, ghost writers are expert word wranglers. Different skills.*

Q: What about Sir Richard Branson?

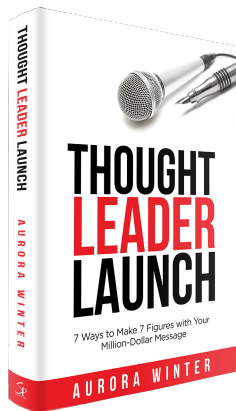
A: *He only does things that are fun. He's dyslexic. How can writing be fun? Delegation!*

Q: How can a busy professional find time to write a book?

A: *Jennifer's story. Struggled for 5 years. Done in a weekend!*

Q: How can people get a FREE copy of THOUGHT LEADER LAUNCH?

A: www.ThoughtLeaderLaunch.com. It's your blueprint to launch as a thought leader!



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Sample Questions for Aurora Winter, www.ThoughtLeaderLaunch.com