

How to find a business mentor

Katie: You may have been dreaming of how you could start something new or create a sustainable lifestyle, make a different choice in the way that you're living, in the way you're showing up in the world, the footprint that you're leaving on the planet earth right now, our guest today is a very special lady who has a lot of engineering experience along with her husband and is also has been a consultant and is a sustainable living expert. I'm really excited to bring this lady onto our show today and not only because of what they're doing in the sustainable living spaces but also because of the impact they're having and the knowledge that she has around launched through the many years of their business.

And so welcome to the show, Aurora Rogers I'm so excited to have you here from producing freedom and your lovely outdoor office. Welcome to the For Your Success podcast.

Aurora: Thank you so much Katie I'm so honored to be with you today. I'm just excited to share this time with you and with your audience.

Katie: So tell us how you as you know, a corporate consultant, your husband, and engineer, how did you guys end up in this whole pioneering sustainable living space, to begin with?

Aurora: Well, you know, Katie, I was, as I was praying and preparing for our time today, one word just keeps coming back and it's conviction. We left the comfort of the lifestyle that we knew behind my husband and I grew up in the city in the suburbs and the city, and we had this conviction that we needed to prepare for times when all of those comforts that we have we're not gonna be around. And so the desire kept growing, you know? And so what happened was that we were living in the Northern Kentucky Cincinnati area, and my husband got hired to be an ex-pat in Mexico. We were living in Northern Mexico for two years and that was a catalyst for us to prioritize and turn off the noise of the culture that we were so enveloped in. And so we took that time to think about it, we had already been married around 10 years at that time, and we just started becoming even more strategic and more intentional about the life we wanted to create and the legacy we wanted to live.

And so we were in Mexico and, I don't know if you and your audience are familiar with the movie, the matrix, but we have this moment where we were just awakened to the reality that all the other times we had moved was for jobs. Like we were in Mexico because of a job we were in Cincinnati because of a job. And like my husband said, what if this is what changed everything, what if we moved somewhere that we wanted to live instead of where a job was taking us? Like, what if we intentionally moved somewhere what would that look like? And it was like a whole new world because you graduate college, you get a degree or two, you graduate

college and it's wherever the job is you're chasing jobs all your life if you stay in the system.

So that was a catalyst that brought our conviction into really just spark life into it so we started digging deeper and to make a long story short we became intentional to save up to buy land. So with that being removed from all the noise of what everybody else said life needed to be like and in that moment that awareness moment that we can intentionally design our life and go for it. So, that is how our lives became very interrupted I mean we were already interrupted by being ex-pats, and it was a kind of crazy time to be in Northern Mexico it was 12 years ago and some things broke out right after we left, but it was like this moment in time what are we on this earth to do? And that's where the titles didn't matter.

And then we went after it and we took inventory of what we had of what we wanted that's how we ended up where we are today. We went back we ended up buying land and we traveled by car 8 1/2 hours to where we wanted to buy our land. We purchased it, but we moved back to the Northern Kentucky area and what ended up happening was that it was like the land was calling us it was like 18 hours away or something. So we couldn't drive on the weekend so my husband ended up quitting his engineering job at an aerospace manufacturer and we left homes, friends, jobs, careers, everything behind to move here just like missionaries leave everything behind. We left everything behind and it was even though we were still in United States even though it wasn't an international venture of like moving to a third-world country, moving to raw land was like a third-world country.

It was like a simulated apocalypse of sorts and so that's what happened in December of 2011 for us we left everything behind and we knew we had no friends, no family, no job nothing okay, we're waiting over here on the other side several states away but we were introduced to this family they let us borrow an RV and that's how our journey started. What I think is that I didn't consider myself an adventurous person, but I had the disposition to follow the convictions that we had. And it was faith-driven it wasn't fear-driven there was no world global crisis happening at that time, but we had this conviction and we could foresee that there would be times that we would want our family to be more prepared and we would want to help other people who came to us for help. And so I wanted to say also that when we got here we moved here and I'm just telling you I mean most people move to another country and at least knows someone, right we had nothing you know we had nothing, but our conviction and the courage to just follow that conviction. And that is what has held us together during that time.

So I hope that answers your question we had a very rich experience.

Katie: Yeah I know I think that's fascinating a lot of entrepreneurs a lot of business owners start the same way. There's something I see that needs to be different and I know I can do something about it. And then we start asking those questions like what if? How could I? Right. And exactly like you did not all of us leave our careers

behind in one swoop and go and do something completely different. But some of us do and I think in our heads we're all moving in that direction. And you know, you very much like us on the mission field like we had to create a business to survive. And here you are now leaving behind a job and moving to this rural area. Like you what do we do now? We have to create something to sustain ourselves.

Katie: And that's how this whole your conviction and your passion for that pioneering and, and that being prepared for different things and living off the land and all of those things I find it so fascinating. And you were able to turn that passion into a business that now serves other people.

Aurora: Yeah, that is so true what I found, what I wanted to share with you about that came to me I have a lot of revelations in the garden. I was in the garden, I think, weeding or something a few months ago. And I was just like, you know, I'm just thinking about pioneering, just the spirit of pioneering because again, I didn't consider myself an adventurous person, but I'm such a pioneer. And I realized that pioneering, like the prerequisite, like the building block is a pioneer, dares to be fearless in a world where we're human. But in this world where most of us want to be affirmed, accepted, fit in we want all of the support, but in pioneering, you just can't require that to move forward and make a difference. I believe that the courage to be fearless it's the thing that separates a person, you know, who is destined to be a pioneer from a person who's destined to be a follower.

Katie: Yeah. I love it. I love it and whether it's pioneering in your business niche or whether it's pioneering in a rural area of the country, both are true. I know we pioneered a homeschool curriculum in the Spanish language which is our second language and we created something that is still today the only literature-based homeschool curriculum. It's the only curriculum using that method that exists in that language it was a complete pioneering thing and that's another side of our business that we don't often talk about on the show, but it's still very much a part of our lives today. And it takes a lot of fearlessness it takes a lot of courage it takes a lot of persistence and, we hit a wall.

What else can we do? How else could this be done? And continuing, to ask those questions and courageously step over the roadblocks to take the next step forward, whatever that looks like.

Aurora: And to not be afraid to feel things that we've never felt before to deal with problems we've never dealt with before. And like, pretty much it's like unraveled patterns that are new to us because you know, it's as humans, we seek comfort and we want to be comfortable. And it's not about comfortable things, it's what we're comfortable with so if we're comfortable with certain problems, we try to stick to those problems, right?

Katie: Yeah. Yeah. And I love that you took what you learned in the pioneering space combined with your previous experience in consulting and engineering between you

and your husband. And now you've put that information and you've packaged it to be able to help other people learn how to pioneer. Tell us a little bit about the programs that you're offering to folks now and what that looks like?

Aurora: So I'll tell you I have a lot of ideas and maybe your audience is like that and I had a lot of different programs and a lot of different offers, but I had the opportunity to meet with a very famous coach and he challenged me that the most successful pioneer starts with one offer one marketing method or one offer one marketing method one platform one main platform they focus on.

And was a little bit crushed because ideation is my top strength I was like so what I'm about to share with you is submitting to wisdom in submitting to wisdom we have one offer. One main offer and that is our mentorship it's a 90-day intensive mentorship. The reason we do that is that we take about two decades of our combined experiences. And we have come up with a unique way to get people caught up like, how do you, you know take 20 years of research experience and get people to a place where they can make wise choices that are faith-based choices and not fear-based reactive choices.

And so our mentorship is called Pioneer Success Blueprint and it's about helping people who are interested in designing a sustainable lifestyle it's very holistic we have 12 pillars of producing freedom and, we just go through all 12 pillars and help them establish a really firm foundation for their life for what they want it's very unique. And the way that our courses are unique to others it's not a self-paced program we're growing with our students that we know what's going on with what some of the hurdles are in getting through some of the pillars. We aid our students to create a blueprint to get started that can save them decades of pain and suffering tens of thousands of dollars in mistakes and unnecessary misplanned investments. And, so that is the essence of our mentorship.

Now I will tell you again when I met with this coach that said you can have other offers that lead to that main offer, but it's your main offer. So I had to reel it in because he said you can only have one thing I'm like why how can you do that to me right? My coach said but it can only be one thing and if it could only be one thing it would be mentorship here's why because sometimes as a teacher we're trying to impart something we have to someone else. But what I tell our students is I'm your mentor I'm not trying to put anything of mine into you I'm trying to draw out what's already inside of you out that's the difference.

Katie: Right

Aurora: In my opinion, we can consume the information and be transformed to be able to act and execute and go after that sustainable lifestyle that they truly want.

Katie: That sounds amazing it sounds amazing. Tell us about how you launch like what does your launch process look like in 12 months?

Aurora: Well because I have told you that I have tried other things we launched last year and this is a very small market. It's a pinpoint group of people (16:02 inaudible).

Katie: Which is a huge blessing because then you can know exactly who you're talking to they know you're the one to help.

Aurora: Right so it's getting narrow I will say with the polarization in the world that's one challenge I will just share with your audience that if you're like enough faith-based..... if you're dealing with health and nutrition, wellness if you're dealing with faith it's a tough thing because you either have to pick a side or stay completely neutral. Right so that has kind of changed the dynamic a little bit of our program and so last year we launched more openly my mentor at the time I was mirroring her process so I did a free 5-day challenge that led to a 10-day workshop. And then I did a 4-hour live stream and like I said it was kind of beta we didn't have that many students, but it's a very high ticket offer. So to me it was the success it was really all we could handle for the trial it wasn't really like a trial and error, but it was for testing.

So we had a small group and my goal was to just get my investment back, to be honest for all I had invested a good chunk of it right to get to that point in mentoring and other things. So if I could just get it back in proof of concept and so that's what I did this time, but what I found about our audience is our target audience doesn't really engage with like 5-day things and all of that.

They just have a lot going on they're entrepreneurs and investors and so I decided to do it this time around and we do it once a year. So this time around I had mentioned to you that I met with a coach that just challenged me a ton. So based on that I decided you know I'm going to just do things differently I have this bonus offer that I haven't delivered yet actually to that group because it's like a huge bonus and we're still just learning so much about that. So we did this bonus that's valued at \$2,500 okay a \$2,500 bonus it's getting to learn from us all the strategies, all the mistakes on how to buy the perfect piece of land for their first homestead (18:47 inaudible). Our target audience would be first and so I decided that I would do what I wanted to test this year okay. I'm just sharing with you what it looks like for us we're going to do a webinar like a seminar mini-workshop before doing a 5-day challenge we did last year we want to do it just in one sitting.

I want to condense it to a 90-minute workshop to create a winning game plan for homesteading actually, I'm considering making it a paid version we did it for free and it didn't draw it in for people that were committed. So I want to do it as a paid mini-workshop and then the offer will be \$2,500. So it would probably be like a \$47 or \$49 mini workshop you get to have a vision which is the most important thing so you create your vision with your winning gameplan. Then the offer at the end of that will be our bonus we're going to do it anyway. We're going to present this to our students anyway, but it's kind of like, you can come in through the back door... kind of you can come in through the bonus because it's, a lot of people are thinking about like they don't want to screw up buying their piece of land. T

Katie: Right.

Aurora: They don't want to mess up buying the wrong piece of land, and there are like a thousand different ways you can buy the wrong piece of land. And we found several of those so that's why it's a completely different thing. I'm just trying it just with the confidence that it makes sense and it helps them. So they're going to have the vision and then they're going to be what do I do with this vision now? Now you want to know what kind of homestead you want to have now you need to find the piece of land. And the way I feel about it is if you buy the wrong piece of land and you were able to flip it the closing costs would probably cost you more than the \$2,500 and the pain of all of it you know? And so that's my approach with that and at the end of that 4 to 6 hours a half-day workshop where we just really are pouring into people so that they do not get taken advantage of with the decision of buying their homestead.

It's like a big deal, it's like a marriage, it's almost like a covenant relationship building that because they may or may not be able to resell it. We we're in a market that may be a seller's market, but at the same time, you're at the mercy of who'll buy it.

Right and so you want to buy with the consciousness of this may be my land for a while and it's either going to cost me a mortgage or fixing it up or investing in it or reselling it you know, the closing cost or whatever. And I know that money can be made, but you make your money on the buy right so you're going to buy smart. And so at the end of that, we invite people to upgrade to our mentorship, something we're doing different this year with mentorship is I noticed I wanted to give more support.

So, I'm targeting couples like married couples families it's for families I want to invest in families. So before we had taken singles ,but I want to make it to where we are pointing to families and couples. And so this year what I want to do is give them an extra 90 days of support to help them walk the 90 days because we have like training wheels.

Katie: Right, right.

Aurora: We have a training wheel and we are creating the blueprint, but I want to give them training wheels on walking it out. And hopefully then within those 90 days, they'll be buying their land and we can give them support and stuff like that.

Katie: Right that's so smart because even for the risk reversal on the front end and the whole, you know, the idea of a guarantee and you know all the questions of will this really work? Can I invest in this? Like that extra support on the backend is something that we're doing with our master teacher accelerator program is it's a 90-day program, but then we also give you another 3 months of support on the backend as you're evaluating and sort of debriefing and getting ready to launch this thing again. I think that's a super good move.

Aurora: It's for their pioneering success, you know we become like the mama and the papa of them (the students) and we want to let them go. I want to be to check-in and

offer more opportunities so that they don't feel like we just threw them out even though that's not how our program is things take time.

Katie: They do, and community is important like you said when you're pioneering it's easy to feel like you're alone and that community gives them other people who get it and understand the challenges they're facing. You can create great comradery and encouragement there.

Aurora: Yeah, for sure. And you know, our target audience feels very isolated during this time in history their beliefs separate them like the world is polarized anyway, but our target audience is feeling super alone right now. Super, super alone, and persecuted. And so I appreciate you saying that you know about community, but we don't just want them to have a community like to not just know the other students, but to have our counsel at their fingertips.

Katie: Right.

Aurora: We even use encrypted apps to speak so that you know, we'd have some privacy in our technology so our alumni group is in a private encrypted app. YouTube is the only social media that we use, but Katie I want it to just be very vulnerable and tell you that. So the transformation again with this coach I will tell you the favor of God is so amazing that this coach reached out to me it was a coach that I looked up to and I've watched the videos he reached out to me to say "Anything I can help you with I want to help you with I want to learn more about what you're doing".

And so I had a whole hour of somebody's time that doesn't do one-on-one consulting and I'm trying to be faithful for the gift that God gave me and the wisdom that was shared with me. And just even though I'm doing things that people don't recommend it's not like we've had this program around 10 years or 5 years, but I'm very well rounded to be able to provide the kind of support that I need to provide I need to have like that one offer and it needs to be a high ticket offer. And we have other things to do with our time I don't have to have students it's just an opportunity for people to have us in their lives and just to be in that place where it can be sustainable for them and sustainable for us. But making the offer \$2,500 makes it to where a 10K offer you know the upgraded is like, you know \$74 to \$97 or something like that.

And so I'm really happy with how it all came out and, I'm just excited and I want to encourage also your listeners when they are your audience. I have a plan A, a plan B, and a plan C and they're all wins. Okay, so it's not like if this plan fails it's kind of like, okay I have three doors if these doors open we'll serve people this way. We'll serve people this way if this door opens, right. By the first two doors staying shut for us that means the other ones open are opening and then I always feel successful I'm just always in a zone of success. So I just want to encourage whether, you know, you're starting with a smaller offer or you're trying something new. I know that I'm going to serve my students no matter what with the things that I'm telling you, and we

can invite other people and they can pay for it or I can just serve them once I've already paid.

I can invite other people to join the new mentorship program well guess what we get to work on other projects, you know? And so one of the other projects is I've been putting on hold is a book that I've been working on book series. And so I'm like, okay, I don't serve people through the mentorship this time around you know something happens to where it's all silent. I may launch it again, but I want to focus on writing the book and some manuals because my dream is to train pioneered success coaches to do what we're doing. So I don't want to just keep it like that we are the founders and if people are interested in learning how to do this for other people, my dream and how I started doing all of this was to license the frameworks and teach others how to do it and create a whole new industry. And help people have even an extra revenue stream so to me, it's always a win-win and so I invite everyone that's watching to make yourself a blueprint that's winning.

You know a winning game plan, and you'll always win.

Katie: I love that. I love the vision that you have, and I love the freedom that you have found with what you're doing is something that's able to have a legacy impact through the courses and the mentorship, and then potentially through the books as well. I love that long-term plan and knowing your ABCs right. And whether that's because this is not the right season which we just talked about on a recent episode of the For Your Success Podcast. But, this is not the right season for that thing you should also have something else you can focus your time on that will equally create impact and legacy.

And I think that's, that's so important that we understand that this is a journey, building a business, building a lifestyle of impact. A lifestyle that will leave a legacy behind you for generations is a journey we never talk about journey in terms of successes or failures. We always talk about journeys in terms of the experiences along the way, and in terms of where we get to right. You never hear somebody say, oh, that was a failed trip or that was a failed journey, right? It's never a failure because we're constantly learning and constantly making progress and, building your business and building your lifestyle of impact is the same way.

And so thank you so much for being with us today do you have any last tips or words you'd like to share with the audience as we closeout.

Aurora: I do have two quick things I wanted to share with my best friend, whose name is also Katie my best friend from Kentucky from our decades spent in Kentucky she sent me these recently I don't know if you can see them, but these are earrings made from crushed pennies and I've decided I'm going to wear these indefinitely because it reminds me of something I say all the time "So many people have done so much more with so much less." Take this penny for example you can probably find two pennies doing nothing you don't have to earn two pennies you can go to a convenience store. You can just walk around and look around okay then, you know

you have these earrings, these loops are very inexpensive, right. But you can create something of value with what's in your reach and so recently I've been thinking that God gives us everything that we have a lot of times we get derailed into thinking that we aren't enough we don't have enough.

We don't have enough time, money, support, training, all of that and, you know that's an insatiable loop I wear these earrings to remind myself and to remind people that you can always take what you have and create value. I would not be surprised that someone could take something like this and sell it for \$10 to \$15 or \$20. If they tell a story about it you can stamp them so basically, one thing I'm doing is I'm taking away that excuse that may be in the back or the front, that you don't have what you need. You have everything you need to create a course in a high ticket offer because God has blessed you with experiences. God doesn't waste anything. We are using everything in the framework that it's taken a long time but if you find yourself in that place that you feel like, you know if I just had this if I just had that. Yes I have invested in getting mentors and that's important, but then the mentors are not your saviors.

They're going to draw out what's already inside of you. So what I'm trying to encourage with you listening today is there's so much inside of you and, the pressure can draw it outright. The pressure of spending that time too, to see what's there you know the pressure of wanting to know, right and just seek God, ask, seek, and knock. Something of value is within you and it can change your life in the life of other people that you serve. And the other thing I wanted to share is just for those of us who are visual and process-oriented, is that I shared with you basically in our story, in our testimony kind of three (3) things I already shared with you the conviction that led us to act that's what you need to have success. Not ideals, not ideas, not dreams, you need to have the conviction that is what will help you follow through. Then we dare to become fearless, right? So conviction, courage, then conception. Then we could, you know, give birth to something new but I tell people is that there are no shortcuts.

If these were the three steps to have the way to get on a fast track is to work with a mentor that has gone before you and can help you. You can get on a fast track, it can go much, much faster, but you can't skip steps. So that's the second thing you have everything you need, don't try to skip steps get some wise counsel so that you are really grounded so that when you conceive something like a mother needs to be in really good health before she conceives a child. So that the child doesn't have deficiencies and the mother doesn't have health issues and complications then you really give birth to that new thing and launch that thing from a real place of being nourished.

Katie: I love it.

Aurora: And the last thing we talked about was a little something that I hold in my back pocket sometimes I told Katie against my husband's wishes and will I have this thing that I use for our onboarding for our application for our high ticket program.

And if you're finding yourself in a place where you're stuck, or maybe you just don't feel like grounded like how was I was telling you don't feel like healthy enough to conceive. I know where you are I mean I was investing in a lot of launch programs and I was having a really hard time with launching and I have really hard time with the conception process. And with the birthing process, I had a lot of guilt and shame that came from that because I felt like a failure because I saw the other people have these awesome stories and I couldn't even like get off.

So if you're finding yourself like you are like an eagle in a chicken coop, and you feel like there's something much greater inside of you and you want to launch and you want to do something, but you find yourself stuck in something that God blessed me with. And I want to leave you with this because it really freed me it was such a freeing moment for me that allowed me to get to where I am today. As far as serving people through our high ticket offers and it was this if you are that eagle in a chicken coop the first thing you have to do is to abandon it you have to leave the chicken coop right. But you have to decide which tree you want to be on right so you have to, you have to get on a branch so I was studying Eagles when the Lord gave me this revelation last year. And what I realized is we want to pursue freedom because we want to find ourselves soaring free. But if you've been an eagle in a chicken coop, you don't even know how to fly.

So to find ourselves soaring free we have to learn how to fly, to learn how to fly you have to learn how to flap excuse me you have to learn how to fall off the tree because how can you, how can you learn? And before you fall, you have to be on the tree, flapping the Eagles, they find a branch, and they flap. And they have to trust the process so I was in the launch community for a long time flapping and I was just flapping, flapping I wouldn't fall because I didn't trust the process. And I found out I didn't really trust the process because I felt like it worked for others, but it didn't work for me. There was something about my conviction that didn't line up with some of the ways that we were being taught, and if you're watching this, especially on Katie's podcast, you're probably feeling like, you know, sometimes the ways of the world you know they promise a lot, but if there's that resistance in you, you're not going to want to fall because you don't trust the process.

And you're like if I fall on my face, who's going to catch me when I fall? Like I'm gonna just be on my face. I may break bones. Who's going to pick me up? So I just want to encourage you that, when you're looking for a mentor look for trust to be a very strong characteristic and connection between you. And, you know I'm a mentor, Katie's a mentor, but that would be the one thing I want to leave you with what I just shared.

I was stuck for like 4 years flapping I didn't trust and I wouldn't fall but you have to fall so that you can learn how to fly because you trust your wings, right they're going to take you where you need to go. And so I have this assessment called unlocking your pioneering potential and as Katie mentioned, I used to do executive coaching

consulting. It sounds as if what I've shared sounds like something that would be helpful to you then you can go to [pioneering potential.com](https://pioneeringpotential.com) and you can get access to that for free.

And that is all I know it's a long goodbye that's what I felt like it in my heart to help people be free from the guilt and the shame that comes from trying and failing at launching courses.

Katie: Thank you so much for your wisdom and the time that you've shared with us for those of you listening or watching this we hope that you will scroll down and leave us a comment. Let us know what you learned from the interview there are tons and tons of tips, and I love the visual there of the eagle learning to fly. There's so much that God wants to give you so much ahead of you and you have to trust his process. You have to have the conviction, you need to find the community, you need to align yourself with a mentor that you can trust who's walked the road ahead of you. Step out in faith to do that thing that God is calling you to do because as we say over and over and over again on the show your message matters.

Somebody needs to hear what you have to say and, Aurora has shown us today what that can look like for you and, she showed us how she does that with her pioneering clients.

So thank you again for being on the show if you want to grab that free assessment folks head on over to [pioneering potential.com](https://pioneeringpotential.com) and you can grab that their YouTube channel is producing freedom check that out subscribe over there. And of course, we'll have all of those links in the show notes for you.

So thank you for being on the show, Aurora God bless you. And, for all of our friends watching and listening, we'll see you on the next episode.

Aurora: Thanks again, Katie.