



Cindy Ertman

Success Strategist
Speaker, Author, Coach

Cindy Ertman spent over a decade as one of the top mortgage originators in the country while training, inspiring and coaching other mortgage professionals throughout the U.S. to do the same.

After being acknowledged as one of *The Top 100 Most Influential Mortgage Executives in America* by *Mortgage Executive Magazine* - three years in a row - and achieving her goal of seven-figure success as a Mortgage Banker, Cindy has now dedicated her life to empower the growth of others. She has developed a track record of helping high achievers *shift* the way they see the world and expand their vision of possibility by teaching them her personal success approach called The Defining Difference®.

A dynamic speaker, author, coach and success strategist, Ertman is CEO and Founder of The Defining Difference, a company devoted to helping people master the power of intentional choice to create a defining difference in their own lives.

Her coaching program helps her clients get more out of life by making powerful, intentional choices to propel their income and achieve their peak performance, nurture their health and wellness, build connected relationships and reduce stress by removing the blocks that limit their potential.

Cindy is a catalyst for transformation who teaches men and women alike how to bridge their GAP (Goals Aligned with Purpose) so that they can positively impact the course of their future.

She coaches a limited number of clients on an annual basis. To learn more about her program and set up a complimentary call to explore your possibilities, please email Cindy at Cindy@TheDefiningDifference.com.



Cindy empowers you to make outcome driven choices that allow you to live life by design... rather than by default. Her coaching program focuses on the following objectives:

- Develop action plans to propel your business and increase your income
- Chart your success by utilizing outcome driven choices to guide your everyday actions
- Design a life and business vision to create a more balanced and fulfilled life
- Career, leadership and sales advancement strategies
- Practicing mindfulness in order to reduce stress and improve performance
- Learn to improve relationships through enhanced communication skills
- Specific ways to transform your life to live with intention & purpose
- How to “show up” as your “authentic self” to let others see the real you

