



The Defining Difference
Bridging the GAP

Cindy Ertman

**Success & Personal Development Strategist,
Speaker, Author, Coach**

Cindy empowers and inspires individuals to make outcome driven choices that allow them to live life by design... rather than by default.

She is a catalyst for transformation who has taught individuals from all walks of life how to bridge their GAP (Goals Aligned with Purpose) so that they can positively impact the course of their future.

She has a track record of helping people to find their passion and build a life that supports it by teaching them her personal success approach called The Defining Difference®.

After achieving seven-figure success in the corporate world as a Mortgage Banker and being acknowledged as one of the top 100 Most Influential Mortgage Executives in America, Cindy has dedicated her life to serving others. Her passion is teaching people how to transform their lives to live with intention – both personally and professionally – to make a defining shift that moves them from possibility to probability.

She is a sought after speaker, trainer and coach on how to influence change through connected relationships and trust. Her simple Mindset and Intentional Choice Guidance System™ helps her clients to up-level their game, improve their relationships and increase their financial position to lead a more fulfilled life.

Cindy shares how she mastered the transition from a Transactional to Relational sales model that dramatically increased her bottom line. She uses personal examples and storytelling to demonstrate to audiences how to be The Defining Difference® in their own life.



From the stage, Cindy shares her expertise in personal & professional growth, covering topics that include:

- How to connect with others to create life-long relationships and how “*The Relatability Factor*” can help you do it
- Specific Ways to transform your life to live with intention & purpose
- How to chart your success by utilizing outcome driven choices to guide your everyday actions
- How to “show up” and be your “authentic self” to let others see the real you
- Learn how to increase your value and effectiveness



To book Cindy Ertman, please call 310-344-2246, email Cindy at Cindy@TheDefiningDifference.com or log on to www.TheDefiningDifference.com