

Build Wealth with AURAN™ Starter Guide

How to Maximize the Four-Day Wealth, Networking, Creator, and Lifestyle Experience

Welcome to **Build Wealth with AURAN™**, a four-day experience designed for entrepreneurs, investors, real estate professionals, creators, executives, tech leaders, and ambitious professionals who want to expand their network, elevate their mindset, and build real relationships that can lead to opportunity.

This is not just another event. This is a room built around ambition, ownership, relationships, and execution.

Over four days, you will meet people building companies, investing in real estate, launching brands, creating content, raising capital, developing communities, growing careers, and designing better lives. The goal is simple: help you leave with more clarity, more connections, and a stronger plan for your next level.

1. Come With the Right Mindset

The biggest mistake people make at networking events is showing up casually.

Do not just “attend.”

Come prepared to connect, contribute, and create opportunity.

Before you arrive, ask yourself:

- What am I building right now?
- Who do I want to meet?
- What type of opportunities am I looking for?
- What value can I bring to other people?
- What do I want my life, income, network, and brand to look like 12 months from now?

The people who win at events are not always the loudest people in the room. They are the most intentional.

2. Build Your Wealth Identity

Wealth starts with identity.

Before you build wealth externally, you must see yourself as someone who belongs in rooms with entrepreneurs, investors, creators, executives, and high-performing people.

Start thinking like a builder:

- Builders create assets.
- Builders create relationships.
- Builders solve problems.
- Builders invest in themselves.
- Builders take action before everything is perfect.
- Builders understand that proximity matters.

At Build Wealth with AURAN™, your goal is not to impress everyone. Your goal is to become the type of person who can create value in any room.

3. Download Konnex and Create Your Profile

Every attendee should download **Konnex** before arriving.

Konnex is designed to help you connect with people inside the experience, exchange information quickly, and build your network beyond the event.

Before the event:

1. Download Konnex.
2. Create your profile.
3. Add your best photo.
4. Add your business, brand, career, or investment interests.
5. Include your LinkedIn, Instagram, website, or contact information.
6. Be clear about what you do and what kind of people you want to meet.

Your profile should answer three questions quickly:

- Who are you?
- What are you building?
- How can people connect with you?

During the event, use Konnex to exchange information, scan badges, connect with attendees, and keep track of the people you meet.

Do not rely on memory. A four-day experience moves fast. Use Konnex to make sure the right relationships do not disappear after one conversation.

4. Upgrade Your Networking Strategy

Networking is not collecting business cards. Networking is building trust.

The best way to connect with people is to be genuinely curious.

Instead of asking basic questions like “What do you do?”, ask better questions:

- What are you building right now?
- What brought you to Build Wealth with AURAN™?
- What type of people are you hoping to meet this weekend?
- What is one opportunity you are focused on this year?
- Are you currently investing, building, creating, or scaling?
- What would make this event a win for you?

The goal is to create real conversation, not small talk.

5. Use the 3-Part Introduction

When someone asks who you are, do not ramble. Use a clean, confident introduction.

Simple format:

“Hey, I’m [Name]. I’m based in [City]. I’m currently focused on [business/career/investment/brand]. I came to Build Wealth with AURAN™ to connect with people in [real estate, investing, business, tech, content, entrepreneurship, etc.]”

Example:

“Hey, I’m Marcus. I’m based in D.C. I work in tech and I’m starting to invest in real estate. I came to Build Wealth with AURAN™ to connect with entrepreneurs, investors, and people building serious businesses.”

Keep it short. Make it easy for people to understand you.

6. Connect on LinkedIn and Social Media Immediately

When you meet someone valuable, connect immediately.

Do not say, "I'll find you later."

Do it while you are standing there.

Recommended connection flow:

1. Connect on Konnex.
2. Add each other on LinkedIn.
3. Follow on Instagram if relevant.
4. Send a quick message before the conversation ends.

Example message:

"Great meeting you at Build Wealth with AURAN™. Looking forward to staying connected."

This simple step separates serious networkers from casual attendees.

7. Build Wealth Through Relationships

Your network can change your life.

Many people think wealth is only about money. Money matters, but relationships often create access to opportunities before money ever shows up.

The right relationship can lead to:

- A new client
- A real estate deal
- A job opportunity
- A business partner
- A mentor
- A podcast invitation
- A capital connection
- A referral
- A community
- A new idea

Build Wealth with AURAN™ is designed to put you around people who are serious about growth. Treat every conversation with respect.

You never know who someone knows.

8. Invest in Yourself

One of the fastest ways to grow is to invest in yourself.

That may include:

- Attending events
- Joining masterminds
- Hiring coaches
- Learning sales
- Learning investing
- Improving your health
- Building your brand
- Developing communication skills
- Studying real estate
- Learning technology and AI
- Surrounding yourself with higher-level people

Do not only invest in things. Invest in the person you are becoming.

Your skills, reputation, network, and mindset are assets.

9. Learn the Wealth Pillars

Throughout the experience, focus on these core wealth principles:

Ownership

Wealth is built through ownership. That can mean owning real estate, equity, businesses, digital assets, intellectual property, or a personal brand.

Ask yourself:

“What do I own that can grow in value?”

Real Estate

Real estate has created wealth for generations because it combines ownership, leverage, cash flow, appreciation, and tax advantages.

You do not need to start big. Start by learning the language of real estate, meeting investors, understanding financing, and identifying markets.

Entrepreneurship

Entrepreneurship is about solving problems for profit. Every business starts with a problem, a customer, and a solution.

During the event, listen for problems people are discussing. Problems are often opportunities.

Personal Brand

Your reputation is now an asset.

People do business with people they know, like, trust, and remember. Your online presence, content, photos, videos, LinkedIn profile, and event presence all matter.

Network

Your network is not just who you know. It is who knows you, trusts you, and understands what you are building.

Mentorship

Mentors help you avoid mistakes, see opportunities faster, and raise your standards. A great mentor can compress years of learning into months.

At the event, look for people you can learn from. Also look for people you can help.

10. Create Content During the Experience

Build Wealth with AURAN™ is also a creator-friendly environment.

Capture moments that show your growth, your network, and your experience.

Content ideas:

- Arrival video
- Outfit check
- “I’m at Build Wealth with AURAN™” story
- Quick recap after each event
- Photos with new connections
- Short lessons learned

- Behind-the-scenes moments
- Testimonial-style videos
- LinkedIn post about what you learned
- Instagram story tagging the event

Suggested caption:

“Spent the weekend at Build Wealth with AURAN™ connecting with entrepreneurs, investors, creators, and professionals focused on growth, ownership, and building real wealth.”

Tag the event, tag new connections, and make the most of the visibility.

11. Know How to Move in the Room

High-level rooms require high-level etiquette.

Do:

- Be respectful.
- Be on time.
- Dress well.
- Listen more than you talk.
- Introduce people to each other.
- Ask thoughtful questions.
- Follow up quickly.
- Bring positive energy.
- Be clear about what you do.
- Look for ways to add value.

Do not:

- Oversell immediately.
- Interrupt private conversations.
- Talk only about yourself.
- Ask for favors before building rapport.
- Act desperate.
- Be negative.
- Waste people’s time.
- Forget to follow up.

Your reputation is being built in every interaction.

12. The Follow-Up System

The fortune is in the follow-up.

Within 24 hours of meeting someone, send a message.

Simple follow-up:

“Great meeting you at Build Wealth with AURAN™. I enjoyed our conversation about [topic]. Let’s stay connected.”

Stronger follow-up:

“Great meeting you at Build Wealth with AURAN™. I liked what you shared about [specific topic]. I think there may be a way for us to collaborate or stay connected. Let’s schedule a quick call next week.”

LinkedIn follow-up:

“Great connecting at Build Wealth with AURAN™. Wishing you success with what you’re building. Let’s stay in touch.”

Keep it simple, professional, and timely.

13. Your Four-Day Challenge

To maximize the experience, complete this challenge:

Day 1: Open the Room

Meet at least 10 people.

Connect with each person on Konnex or LinkedIn.

Post one story or photo from the event.

Day 2: Go Deeper

Have at least 3 meaningful conversations.

Ask people what they are building.

Identify one person you want to follow up with after the event.

Day 3: Build Visibility

Take photos, create content, and introduce people to each other.
Look for collaboration opportunities.
Share one lesson you learned.

Day 4: Close the Loop

Review every person you met.
Send follow-up messages.
Choose your top 5 connections from the weekend.
Create a 30-day action plan.

14. The 30-Day Wealth Action Plan

After the event, do not let the momentum disappear.

Within 30 days:

- Follow up with your top 10 connections.
- Schedule at least 3 coffee chats or Zoom calls.
- Update your LinkedIn profile.
- Post one recap from the event.
- Research one real estate investment strategy.
- Identify one mentor or group to learn from.
- Create one new income or business idea.
- Read or listen to one wealth-building book.
- Improve your personal brand online.
- Decide what room you need to be in next.

The event is the spark. Your follow-through creates the outcome.

15. Final Message from Build Wealth with AURAN™

Build Wealth with AURAN™ was created for people who believe they are meant for more.

More ownership.
More confidence.
More access.
More relationships.
More opportunity.

More execution.
More life.

You are not here by accident.

Come prepared.
Meet people.
Ask better questions.
Take notes.
Share your story.
Use Konnex.
Connect on LinkedIn.
Invest in yourself.
Follow up.
Build something real.

Welcome to the experience.

Build Wealth. Build Network. Build Legacy.

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