

Aaron Sansoni: Shaping Global Entrepreneurs with the Empire Mindset from Melbourne



Aaron Sansoni is a renowned business mentor and entrepreneur from Melbourne, Australia. He is recognized for guiding seasoned professionals and aspiring business owners toward building successful ventures. Over his two-decade career, he has impacted millions of lives across 135 industries and 22 countries, helping individuals develop multiple income streams and grow sustainable businesses.

Named Forbes' #1 Mentor in Australia and listed in the 2024 Australian Financial Review Young Rich List, Aaron is well-regarded for his practical approach to entrepreneurship. He has built a diverse portfolio of successful businesses across various industries, including media, technology, education, and e-commerce, showcasing his ability to scale companies globally.

As the Chairman of Sansoni Management, Aaron manages various investments and works closely with entrepreneurs to help them grow their businesses. In addition to his role as an

investor, he is a sought-after international speaker, philanthropist, and best-selling author, with more than 100,000 books sold. His best-known works include *Think Like* and *101 Ways to Get More Customers Online and Offline for Under \$100*.

Aaron's coaching programs are designed to help entrepreneurs at all stages of their journey. His flagship events—*Empire Mastery*®, *Deal Mastery*®, *Sales Mastery*™, and *Leadership Mastery*™—offer actionable insights on creating a business empire, improving sales, and leading teams effectively. His teachings emphasize the importance of a mindset that focuses on growth, firmly believing in turning setbacks into learning opportunities. He encourages his mentees to take bold actions and adopt strategies that align with their personal and professional goals.

A key aspect of Aaron's philosophy is the concept of the "empire mindset," where success is driven by proactive efforts rather than reacting to external factors. He teaches his followers to view obstacles as opportunities to learn and grow, urging them to think big and act decisively. He also advocates for building diverse revenue streams and exploring innovative ways to acquire businesses, even with minimal initial capital, through methods like owner financing and strategic partnerships.

Aaron's speaking engagements are highly anticipated, and the entrepreneur has shared the stage with notable figures such as Richard Branson, Arnold Schwarzenegger, and Tony Robbins. His upcoming events, including the Growth Masters Summit and Deal Mastery event, are tailored to help business owners scale rapidly and achieve sustained success.

Beyond his business ventures, Aaron is dedicated to philanthropy. Through the Aaron Sansoni Foundation, he has raised significant funds for various charities, including UNICEF and Starlight Children's Foundation, and supports initiatives that encourage entrepreneurship in young people.

At just 40 years old, Aaron's net worth is AUD 110 million. His journey from humble beginnings—starting his first business at age 12—is an inspiring example of what hard work and perseverance can achieve. Today, he continues to mentor the next generation of entrepreneurs and leaders.