

# MIKE KOENIGS

Founder of  
The Superpower  
Accelerator, 13-Time  
Bestselling Author,  
& Media Master



SUPERPOWER  
ACCELERATOR



## AN EXTRAORDINARY GUEST

FORTUNE



OCBS

The  
Boston  
Globe

Entrepreneur



CNN

FOX



Entrepreneur  
ELEVATOR PITCH

Forbes

In the words of Tony Robbins: "Mike is an extraordinary man. He's brought me insights on how to reach people on the Internet that are so valuable. This is a man you should deal with. Take advantage of what he has to offer."

Mike is known for being a media master who knows how to help his international clients get attention, create premium brands and elevated status in days.

Serial Entrepreneur, Angel Investor, Judge on Entrepreneur.com's "Elevator Pitch" TV show, 13-Time Bestselling Author, co-host of the "Capability Amplifier" podcast with Strategic Coach founder, Dan Sullivan and "The Big Leap" with business sage and NYT bestselling author, "Gay Hendricks".

Mike has had four business exits, two to publicly-traded companies. His first, *Digital Cafe*, one of the first digital marketing agencies in the world, sold to IPG, The Interpublic Group. His two SaaS companies, *Traffic Geyser* and *Instant Customer*, were sold to a publicly-traded company. His most recent was *You Everywhere Now* to a private buyer.



### What are Mike's VIP Clients saying?

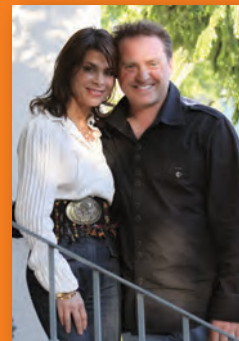
"Mike is an extraordinary man. He's brought me insights on how to reach people on the Internet that are so valuable. This is a man you should deal with. Take advantage of what he has to offer."

- Tony Robbins



"Wow! Just Wow! I love Mike's heart, his openness and authenticity. In our first meeting, Mike gave me a clear vision of how I could grow my platform and own it. As performers and talent, we don't have access to our audience and Mike showed me a clear way to build and monetize in a way that had never been explained to me before. He's a technical, marketing and strategic visionary who knows what to do and how to get it done. He's cute too!"

- Paula Abdul



### SUGGESTED TOPICS TO DISCUSS

- "Category of One" Branding - positioning yourself as the highest-value premium offer in your business category
- How to create a branded podcast and monetize it with high-ticket offers
- How to sell and deliver high-value, high-ticket programs with Zoom meetings and webinars
- Hyperpersonalization + LinkedIn digital marketing and automation - how to generate 20-50 high-quality, qualified leads per day on autopilot
- How to reinvent, digitize, virtualize and dematerialize yourself and your business in 7 days
- How to build your brand and audience with bestselling books (Mike has written 13 books and helped over 1,800 business owners become bestselling authors)
- How To Start, Scale and Sell Your Business to a Private or Publicly-Traded Company
- How to Bring Innovation and Creativity Back into Your Life and Business
- Defying Death: How you, your marriage, relationship with your children, friendships, clients and business can survive a cancer diagnosis and treatment

### SUGGESTED QUESTIONS TO ASK

- You have a large lineup of past celebrity clients including Tony Robbins, Paula Abdul, Jordan Belfort (The Wolf of Wall Street), Darren Hardy, Brian Tracy and many more. What exactly do you do?
- You have a strange background - first as a game developer, then a digital marketing agency, you made a feature film, a documentary, launched two software companies, have done TV, wrote 13 books. What's the driving force in your career?
- Can you tell the "Civitas" story? (or alt - What is "The One Word Offer"?)
- You almost died of cancer. What kind of cancer did you have and what happened? How did that affect your life?
- Your wife Vivian Glyck runs a non-profit foundation called "Just Like My Child" that you've raised nearly \$3mm for? What is that exactly?
- You have two podcasts, "Capability Amplifier" with Dan Sullivan and "The Big Leap" with Gay Hendricks. What are they and why two shows?
- What is the Superpower Accelerator?



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