

**SUPERPOWER
ACCELERATOR**

MEET THE SUPERPOWER ACCELERATOR

WE HELP YOU FIND & MONETIZE
VALUE IN YOUR BUSINESS YOU
DON'T SEE... IN A RELIABLE,
PREDICTABLE WAY

FORTUNE

CBS

The
Boston
Globe

Entrepreneur

NBC

CNN

FOX

abc

Forbes



**WHAT IS YOUR
SUPERPOWER?**





What is YOUR Superpower?

Is it your ability to **predict the future in your industry** like Elon Musk?

Or **envision and create new products that your customers don't even know they need** like Jeff Bezos and Amazon?

Is it your ability to **increase your customer's confidence** in the boardroom, the ballroom, or the bedroom like Sarah Blakely and Spanx?

Whatever your Superpower is, chances are it's driven your success over and over throughout your career. Chances are, the talent you have is what's most susceptible to your self doubt, self sabotage, hiring the wrong team and what happens when you can't get out of the **"box" that your current business and circumstance has locked you in.**

If you know that there's a "next level" for you and your business, if you know that there's a creative upper limit that is calling you but you are stuck in the day to day, working IN instead of ON your business, you need to **ACCELERATE YOUR SUPERPOWER.**





MY SUPERPOWER IS TO ACCELERATE YOUR SUPERPOWER!

I'm incredibly proud to share the personal, insight-driven approach that I've used with my high-profile, multi-millionaire and billionaire clients over my 30 years of experience in this industry. It's also the same approach I've successfully used for the five businesses that I've built, scaled, and sold.

It's the same approach I use with executives and founders like you to consistently achieve groundbreaking results in dozens of industries and verticals.



EVER SINCE I WAS A LITTLE KID, IT'S ALL I'VE EVER WANTED TO DO...



SUPERPOWER
ACCELERATOR

The Superpower Accelerator is a “strike team” that turns your unique Superpower, passion and vision into new offers and products. We help you build a platform and message, grow an audience and monetize it in record time with “conversion collateral” that inspires and motivates you, your team and your customers.





**SUPERPOWER
ACCELERATOR**



**EVERY BUSINESS OWNER NEEDS
A SUPERPOWER ACCELERATOR –
A TRUSTED ADVISOR AND “CHIEF
BREAKTHROUGH OFFICER”, JUST
LIKE EVERY GREAT ATHLETE NEEDS
A WORLD-CLASS COACH.**

TRUSTED BY MAJOR BRANDS



SONY®



MONETIZE VALUE IN YOUR BUSINESS YOU DON'T SEE

What if you:

...could focus all your energy on your top customers and find more like them?

...double or triple your profits in places you don't see?

...What if those sales happened twice as fast?

So you are freed up to serve your customers rather than pitch because you have a **consistent, repeatable, and replicable message that can be everywhere**. And rather than selling, you're **investing your time and energy into innovative and creative processes that you truly love** and spending more time with your family and the things that matter most...

*That's What the Superpower Accelerator is and What it Does For You
We help you find and monetize value in your business you don't
see...in a reliable, predictable way.*

In fact... if you are a follower of or member of Strategic Coach and Dan Sullivan, Genius Network and Joe Polish, EO, YPO, Tiger 21, Tony Robbins Platinum Partners, Summit Series, Vistage, Darren Hardy, Brian Tracy or a similar affinity or coaching organization, **chances are... you've seen my work or heard me speak.**



GUI COSTIN
FOUNDER, DAKOTA.COM

"I first met Mike about a year ago. I almost didn't work with him because I had no idea what a Superpower Accelerator was but after I talked to him and watched him at a few events, I realized this guy really knows what he's talking about.

So I threw my hat into the ring and I have to tell you... it's one of the happiest things I've ever done. He and his team really know what they're doing. We had an enormous amount of breakthroughs, and I guarantee you'll get a really high return on your investment."



"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
FOUNDER, ANTHONY ROBBINS COMPANIES



"Amplify, amplify, amplify! That's Mike in a nutshell. He's a passionate creative genius that can help any entrepreneur turn their vision into reality. He inspires and motivates me in every episode of our Capability Amplifier podcast."

DAN SULLIVAN
FOUNDER, STRATEGIC COACH



"When I decided to leave my comfortable job to follow my dreams I never knew it would be so incredibly difficult. What could go wrong? I'm smart, educated and had a pretty decent career with great professional development. Right? Nope! But I was destined to succeed, so "destiny" sent me Mike. Mike helped me perfect my sales message, work on creating a referral network and encouraged me to charge big bucks to big companies (confidently). He even taught me how to handle a prospective client that was being difficult, allowing me to close a \$420K deal. My consulting firm went from low six figures to seven in four months. Yep, that's a million dollars in four months."

MARI CARMEN PIZARRO
FOUNDER, WHOLE LEADERSHIP SYSTEMS

HERE'S HOW THE SUPERPOWER ACCELERATOR SYSTEM WORKS TO GIVE YOU AN UNFAIR ADVANTAGE

First, we have a unique system for extracting your industry language and messaging. We uncover the **real** reason why you and your business are successful. Understand your best customers. Gather social proof.

Our system allows us to inhabit the minds of your best customers and create **"content that sells"** or what we call **"Conversion Collateral"** in a matter of days that **breaks the trust barrier and rapidly converts right-fit prospects into paying customers.**

WHAT DOES THAT MEAN EXACTLY?

We help you find and monetize value in your business you don't see...in a reliable, predictable way. We craft new offers. We devise unique ways to monetize intellectual property.

Then we sit down in my fully-automated video studio (or remotely) and make content using the new message. That content is handed over to our team of writers, designers and video editors...

That content becomes scripts, pitch decks, presentations, videos, webinars, magazine articles, interviews, and profitable campaigns that you can start using immediately.

The bottom line? We create new offers and marketing content that sells in days versus months.

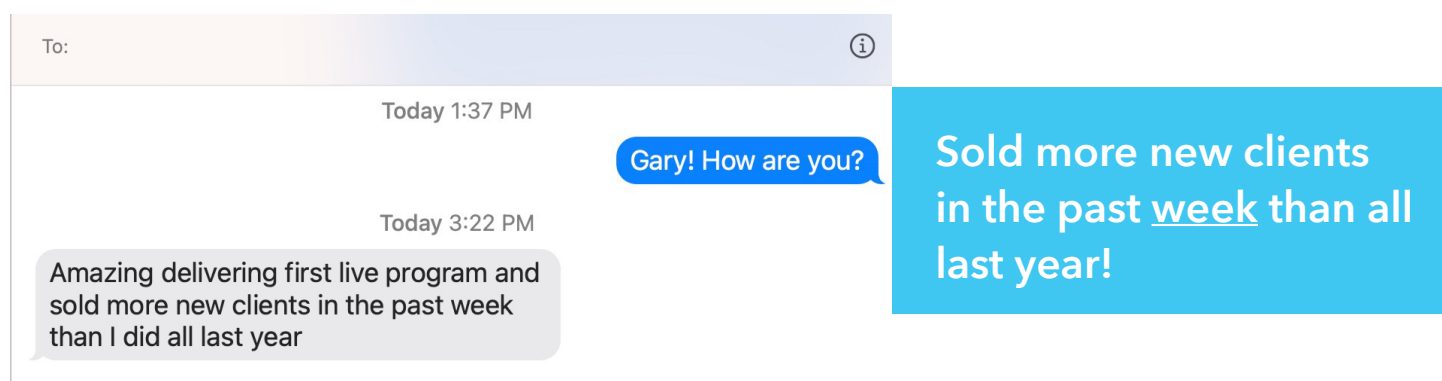
I love teaching you and your team how to replicate this in your organization so you attract better customers faster. One of our clients says "your team bends reality" because the results happen so quickly.



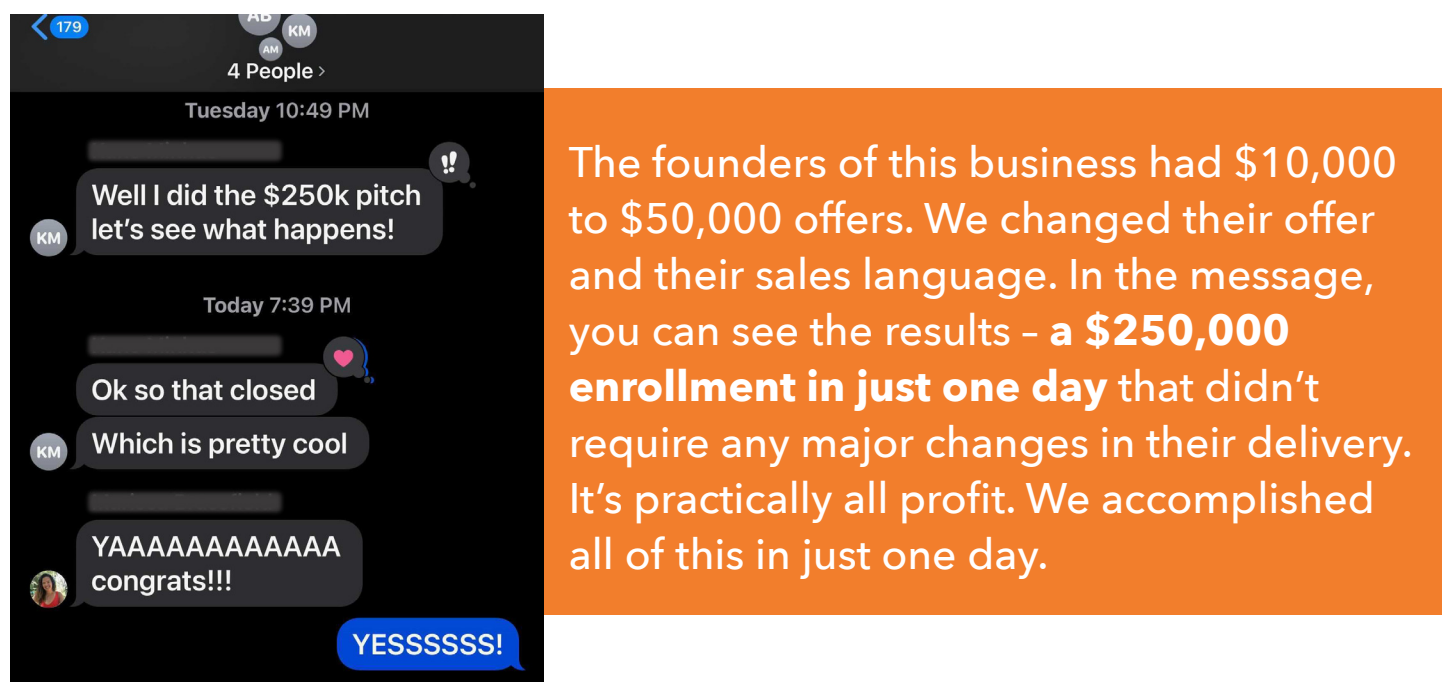
The Superpower Accelerator Vision Day Workshop Experience is Unlike Any Other Program You've Seen

We regularly receive messages from clients who say, **"I'm having my best sales ever!"** Or "One story gave me a sales hook we use everywhere!"

Here's an example of a text message I received the day this brochure was going to print after creating "Conversion Collateral" for a client:



Here's **another happy message** I have received just recently from one of our clients:



WHY IS THE SUPERPOWER ACCELERATOR RIGHT FOR YOU AND YOUR BUSINESS RIGHT NOW?

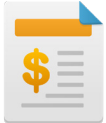


SUPERPOWER
ACCELERATOR

IF YOU ANSWER "YES" TO ANY OF THE QUESTIONS BELOW,
THEN **YOU'RE A PERFECT-FIT CANDIDATE:**



Do you want to be represented by world-class messaging that instantly speaks to your audience in a way that will **connect, convince, and convert**?



Do you want to dramatically **shorten your sales cycle** and prospect's decision-making process?



Would you like to find new ways to find hidden value in your business, monetize your intellectual property and find **sources of recurring revenue**?



Would you like to **increase the value and prices of your products** without increasing your expenses or complexity of delivery?



Do you want to inspire your marketing and sales teams to become **better hunters** and **faster closers** using the latest tools and technology?



Do you lack the **creative, innovative team** you wish you had that can help you get out of your current challenges and into a blue ocean mindset?



Do you feel like you've outgrown **who** you are, **what** you do, **why** you do it, and **who** you do it for... and you're not sure why?

*Chances are, you can resonate with at least one of those things. **So read on.***



TO BE COMPLETELY TRANSPARENT WITH YOU...



My first business cost me a marriage. My second and third businesses nearly cost me *my life, my 2nd marriage and relationship with my only child.*

Over the last 20 years, I can think of 3 times my current marriage almost failed because I was distracted and not present. In 2012, at 45, I was diagnosed with Stage 3A colorectal cancer... Then came major surgery, four months of intravenous chemotherapy and 33 radiation treatments. Cancer almost forced me to shut down my two software companies.





IN DAYS, WE CREATE 'CONVERSION
COLLATERIAL' – MARKETING CONTENT
THAT SELLS, THAT WOULD NORMALLY
TAKE MONTHS OR YEARS TO MAKE.

The great news is I'm cancer-free.

I feel as healthy today as I did when I was in my 30's. Those two companies were sold a year after my recovery to a publicly-traded company...providing financial relief and about a month of rest. Why? Of course, I started another company...and was **back on the entrepreneurial hamster wheel**. That's what growing up in a small town with very few resources, a fear of running out and not having enough does...



Six years later, I heard something in me say, "My soul hurts". I was increasingly depressed and full of anxiety even though the new business was generating millions with great margins. I knew I needed a transformation. I just didn't know what was broken.

I got really honest with myself and concluded I didn't love what I was doing. ***I was a human DOING instead of a HUMAN BEING.*** Then I hired great coaches and advisors. Invested over \$250,000 in my personal growth. Did deep personal work. In the span of six months, I quit anything that didn't inspire me or create fulfillment. And I found a buyer and sold that business.

Then, I focused all my attention on **falling back in love with my wife of 20 years** and deepening my relationship with my son Zak, who is now off to college. I know who he is. And he knows me. Our **home life is stable and happy**, and it's always getting better.



And guess what happened next? You guessed it, I **started another business**, The Superpower Accelerator... But this one IS completely different because it was designed from the ground up to adhere to the principles...of **fun, freedom, impact and connection**.

I know in my heart that if I would have had a Superpower Accelerator, I wouldn't have gone through all this pain. A lot of aggravation and disasters could have been avoided, not to mention a near death experience. It's obvious to me **every business owner needs a Superpower Accelerator - a trusted advisor and "Chief Breakthrough Officer", just like every great athlete needs a world-class coach.**

There's more to this story, but let's save that for a cup of your favorite beverage and fantastic meal together once we start our collaboration.





SUPERPOWER
ACCELERATOR

THIS IS HOW WE WORK TOGETHER

When you experience The Superpower Accelerator 1:1 Workshop firsthand, we make it easy for you to succeed in a short period of time.

Here's a sample of what you'll get...

1.

We get to know you and your brand with an **in-depth 60-90 minute onboarding process** that works every time. We dig deep into your vision and goals as a business owner. You walk away with a plan that gives you clarity and confidence in your future.

2.

Next is the **Superpower Accelerator Vision Day 1:1 Workshop**, which is two to three days, virtually or in person. You can bring essential team members or a spouse with you. We have clients all over the world, including Singapore, Canada, Australia, Spain, India, Mexico and throughout the United States.

3.

We guide you through a **step-by-step process and system**. It's common that you walk away with "Conversion Collateral" that you can start using right away. That includes **new offers, pitch decks, presentations, videos, webinars, stories, content, sales scripts...** Perhaps a book, new products, recurring income strategy. Upgraded marketing content including magazine articles, podcast interviews... all in a fun, improvisational and high-frequency setting.



4.

During this experience, we frequently **create a new or upgraded identity, positioning and packaging for you and your business or product.** A brand that you can step into immediately. It's common for clients to leave and start enrollment conversations with these new products, long before the marketing material or content is done. Sales can happen the very next day.

5.

Finally, there's an **integration session** that takes place a few weeks later. That's where we go over any additional questions, ideas or loose ends. We open our rolodex to introduce you to vendors and partners. We also talk about our ongoing collaboration.

Now you may be wondering, "What's next? What about implementation?" And, "Are we going to continue to work together?"

The answer is Yes. Once we complete the Superpower Accelerator Vision Day Workshop, we continue meeting and working together on a monthly, quarterly or annual basis. We help you access larger audiences with more conversion collateral. Make connections. Solve challenges. Inspire. Motivate.

We have a massive Rolodex and ecosystem of trusted vendors and advisors we collaborate with for rapid execution. We're your trusted partner, committed to results and your success.

**THE MOST COMMON THING OUR CLIENTS SAY IS
THEY CREATED 6, 9 OR EVEN 18 MONTHS WORTH OF
MARKETING CONTENT IN A MATTER OF DAYS.**





CASE STUDY 1: DAN SULLIVAN AND STRATEGIC COACH

Strategic Coach, is “the recognized worldwide leader in entrepreneurial coaching” with over 3,000 active clients worldwide. They sell to a sophisticated audience. I’ve been a member for nearly a decade and have known the founders Dan Sullivan and Babs Smith for over 15 years.

We dug through nearly 150,000 leads, over 3,000 clients, and hundreds of data points. We interviewed key leaders in the organization. We created new systems for accelerating sales including a six-minute [“Day in the Life” transformational story and six-minute video](#). Dan says, “This is the finest piece of marketing material Strategic Coach has had in 31 years. It’s a work of art. Thank you.”





CASE STUDY 2: GUI COSTIN

Gui Costin from Dakota has raised over \$35 billion for their clients in the financial industry. However, scaling their business is difficult. We produced “Dakota Sales”, a new training and product to turn their Intellectual Property into recurring revenue and a platform to grow brand value. This new income stream changes the business model from a pure services model to a replicable, scalable one that can serve thousands of clients.





CASE STUDY 3: JUSTIN DONALD

"Crafted a \$50,000 and \$250,000 offer and a platform in just two days and onboarded two clients! Mike is truly a Superpower Accelerator."

In eight months, he enrolled over \$1 million in new business. His book hit #1 on the Wall Street Journal, USA Today, and Amazon the week it was published. His podcast is in the top 1% on iTunes. He's generating over 1,000 inquiries and opportunities per month and has access to nearly anyone he wants in the financial world.

Here he is, #1 Wall Street Journal Bestseller on the First Week:

THE WALL STREET JOURNAL.

Home

World

U.S.

Politics

Economy

Business

Tech

Markets

Opinion

Life & Arts

Real Estate

Bestselling Books Weeks Ended January 23

TITLE	AUTHOR/PUBLISHER	THIS WEEK	LAST WEEK
The Lifestyle Investor: The 10 Commandments of Cash Flow Investing for Passive Income and Financial Freedom	Justin Donald/Ethos Collective	1	New
Till Murder Do Us Part	James Patterson/Grand Central	2	New
A Brief History of Time	Stephen Hawking/Bantam	3	—

MORE CASE STUDIES BELOW

When you're ready to start,
schedule a discovery session at
www.Superpower.one/Go



HOW MUCH DOES THE SUPERPOWER ACCELERATOR COST?

Jeffrey Madoff, a really smart marketer, playwright and college professor shared this story with me.




HOW MUCH IS
THIS BOTTLE OF
WATER WORTH?

A QUARTER?
A DOLLAR?

**SURE. THAT'S
RIGHT NOW.**





**WHAT IF YOU'RE
IN THE MIDDLE OF
THE DESERT AND
YOU'RE DYING OF
THIRST?**

This bottle of water is the only thing that's going to keep you alive. I'm the only one who has it and I'm going to charge you \$1,000 for it. You're going to pay for it or you'll die. The value changed when the context changed.

Stories sell. In the world of marketing, context, positioning and packaging matter. So does authority, expert and thought-leader status.

If you have a \$10,000,000 business and we find ways to "shake the piggy bank sideways" to find hidden opportunities in plain sight or create new products, your business is worth more. Or we find new ways to monetize your intellectual property to create recurring income. Or craft offers that change the value and price of your products from \$25,000 to \$250,000 or more to dramatically increase your revenue and profitability. What's that worth to you? If the price of that additional income and revenue you realize is a reasonable fee and percentage of increased revenue, that's a good deal, right?

On the other hand, what's the missed opportunity costing you right now while you are leaving thousands or millions of dollars on the table and don't have a repeatable, scalable system that does it for you...?

As they say, **"if you think it's expensive to hire a professional, wait till you hire an amateur."** What's your time and peace of mind worth?

IT'S TIME FOR YOU TO STAND OUT, REINVENT, AND CREATE A CATEGORY OF ONE BRAND THAT IS COMPETITION AND RECESSION-PROOF, THAT SUPPORTS A HEALTHY, POSITIVE LIFESTYLE AND EXCITES YOU, EVERY DAY...

High-performing leaders and founders like you can get burned out and tired. Eventually, your business might not feel rewarding or fun any longer.

Maybe you've reached a point where your relationships, lifestyle, and body have been paying a price. Perhaps you've reached your financial goals and want to break out and express yourself creatively at a new level. Maybe it's time to sell your business and **move on to your next big thing.**



The Superpower Accelerator is a way to work with an exciting, inspired team who will help you rethink, reinvent and achieve your moonshot.

After all, being a business owner and founder is all about freedom & impact isn't it?

- **Freedom of time**
- **...Money**
- **...Impact, purpose**
- **...Relationships**
- **And, quality over quantity in your business and life.**

TO MAKE THIS HAPPEN, YOU REALLY HAVE THREE OPTIONS:

OPTION #1:

Remain stuck. **Do nothing or do it alone.**

OPTION #2:

Go down the generalist route. Throw together a team or try to take your already busy, already overwhelmed people, and try to makeshift it, or work with freelancers or agencies that don't understand who you are and what you're doing.

As they say, **"if you think it's expensive to hire a professional, wait till you hire an amateur."** You'll spend a lot of time and money, and make a lot of mistakes along the way. What's your time and peace of mind worth?

OPTION #3:

Work with us, the Superpower Accelerator. A team of pros. We collaborate and implement this with you, effectively and in a way you can feel confident in your direction. We'll create, innovate, reinvent... and have FUN!

You're not alone. You don't have to do this yourself. We want to help. We're here to help. We know what works, and most importantly what doesn't work.



LET'S GET STARTED RIGHT NOW

It's your turn. It's your time. Schedule a discovery conversation by visiting www.Superpower.one/Go. We'll get to know you, your business and identify how we can collaborate to innovate and create an elevated version of you that amplifies and multiplies your business and impact.

You've already met a few of our clients who have experienced incredible results like Justin Donald, Strategic Coach, Project Moonshot, Misty Lown, Gui Costin, Mari Carmen Pizarro, and Charlie Epstein. We have dozens of success stories in every imaginable industry.



Watch more case studies and transformations in the Superpower Mini-Documentary at www.Superpower.One/Doc

Ask yourself – how many lost opportunities and time will you miss if you hesitate any longer? What happens to you while your competition takes action before you do?

We're looking forward to finding new ways to monetize your value, grow your business and turn your unique superpower into a Category of One brand in a unique, engaging and transformational way that will satisfy your soul.

P.S. Please review the case studies below on how quickly we helped transform previous clients' unique Superpower into a Category-Of-One Brand... and see exactly how they were able to scale and what kind of results you can expect from our collaboration.

A close-up portrait of a middle-aged man with short, dark, slightly graying hair. He has a friendly expression, smiling slightly, showing his teeth. He is wearing a light blue button-down shirt under a dark blue blazer. The background is dark and out of focus.

Mike ☺

MIKE KOENIGS
LA JOLLA, CALIFORNIA



PROJECT MOONSHOT FOUNDER
MIKE CARPENTER AND MY SON, ZAK

CASE STUDY 4: PROJECT MOONSHOT

"Mike and the Superpower Accelerator team took an idea and turned it into a business idea, pitch, gave it substance, a catchy name, hook and identity in days... He was even pitching our clients with us. I've never seen anything like it."

– MIKE CARPENTER

Imagine if America's Got Talent, Shark Tank, and Y Combinator had a baby to give 14-to-24-year-olds an opportunity to pitch a world-changing idea to a panel of Venture Capitalists, celebrity influencers, business mentors, and major brands. Winners receive a prize of \$500,000 – half for continued education and half as a seed investment. Imagine if you were a young person and got an experienced VC to start your business, a celebrity influencer to launch to millions of followers, a business mentor to provide the wisdom and character to be successful, and a major brand to support your infrastructure. Where would you be now if you had a seat at the table, resources, mentorship, an audience of millions and the capabilities you do now 20-30 years ago?

We've been responsible for the name, logo, branding, pitch, business model, and "Moonshot Live". A free concert that could be the largest digital online event in history.

Project Moonshot is a true Category of One Brand that can change the world with Gen Z's help.





CASE STUDY 5: CHARLIE EPSTEIN

"Mike saw something in me that I didn't see in myself. He has an amazing gift of finding the right people, knowing what's possible and creating amazing collaborations. If you're looking for a miracle to happen in your life, Mike's your man. He'll create a miracle for you too."

– CHARLIE EPSTEIN

The challenge most financial advisors and wealth managers face is that most of them sell “plain vanilla run of the mill offers.”

Charlie Epstein is special: he has a background in theater, comedy, and improv. He wanted to make money funny, eliminate money myths and attract clients to work with him in a completely different way.

We assembled a “writer’s room” of professional standup comedians to write a business play. Charlie Epstein is NOW the only financial advisor in the world with a one-man comedy show, “Yield of Dreams: Paychecks for Life.” The intellectual property and story has been extended into an app, digital course, animated series and documentary that was produced at the original “Field of Dreams” in Iowa. It’s a True Category of One Brand that is funny, fun and capitalizes on Charlie’s Superpower.



Entrepreneur

ASK AN EXPERT



MISTY LOWN

**HOW TO REINVENT
ANY FACE-TO-FACE
OR STUDIO BUSINESS**



CASE STUDY 6: MISTY LOWN

"Mike Koenigs is a living library. It doesn't matter what the subject is, he can pull the right resource and connection to solve nearly any business problem. His experience and breadth of knowledge can take you anywhere you want to go."

– MISTY LOWN

Misty Lown spent decades in the dance industry, coaching 300 dance studios...

We repositioned and repackaged her as a visionary force in the Multibillion-Dollar Face-to-Face Studio Industry bringing reinvention, personalization, and virtualization to Dance, Gymnastics, Yoga, Karate, Pilates, Spin Studios and more.

We helped her achieve the impossible: differentiation in a fiercely competitive and challenging market during a global pandemic!

We featured her in Entrepreneur with the hook, "the Sara Blakely of the studio industry".



FEATURED IN



* Mike writes for Entrepreneur, Forbes and Influencive Magazines. He has been featured in Inc., Success, Entrepreneur and Forbes Magazines as a featured guest. The covers shown are for illustrative purposes.

*"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
#1 NEW YORK TIMES BESTSELLING
AUTHOR, LIFE AND BUSINESS
STRATEGIST, PHILANTHROPIST,
ENTREPRENEUR



BRIAN TRACY
BESTSELLING AUTHOR, SPEAKER

*"I feel very blessed to have Mike Koenigs as a friend and in my personal and business life. It's guys like HIM that **keep me sharp.** More people need to engage in Mike's teachings—quite amazing!"*



*"Mike Koenigs is the "Doc Brown" of marketing automation and technology. One question or problem unlocks his brain and 20 to 30 ingenious ideas pour out of it. One idea grew my database from 30,000 to 800,000 in 14 months. Another one contributed to a product launch that **generated a million dollars in three days**. Most recently another contributed to a marketing automation process that is now generating \$250,000 a week. Mike Koenigs is a brilliant marketing muse that can make you money!"*

DARREN HARDY
FOUNDING PUBLISHER/EDITOR
SUCCESS MAGAZINE AND MENTOR
TO CEOS AND HIGH-PERFORMANCE
ACHIEVERS



*"Mike Koenigs is a **master of helping transformational entrepreneurs** like me go out, get our message out to the world, and then give us the tools so we can go change lives and be role models to change everyone else's lives."*

JJ VIRGIN

4X NEW YORK TIMES BESTSELLING
AUTHOR, 3X INC 5000 FOUNDER, CEO,
PODCASTER, SPEAKER



DAVE ASPREY

FOUNDER, BULLETPROOF, 2X NEW
YORK TIMES BESTSELLING AUTHOR

*"Mike Koenigs is one of my trusted advisors and an early stage investor who I rely on for **cutting-edge marketing and business advice**. Whenever you have a chance to work with Mike, do it."*



*"He's passionately interested that every person should experience the transformation that's appropriate for their life, for their unique abilities and unique skills. He produced **the finest piece of marketing material** Strategic Coach has had in 31 years. It's a work of art."*

DAN SULLIVAN
FOUNDER OF STRATEGIC COACH,
BESTSELLING AUTHOR



JOE POLISH
FOUNDER, GENIUS NETWORK

*"Mike can make you a lot of money. Mike is **a ninja** with marketing strategies. He has so much insight and has overcome impossible odds that he can share with any audience."*

