

YOU HAD ME AT HELLO

HOW TO CREATE MORE
TRUST, PRESTIGE, AND
THOUGHT-LEADERSHIP
THAT LEADS TO MORE
REFERRALS AND
ENROLLMENTS



YOU HAD ME AT HELLO

HOW TO CREATE MORE
TRUST, PRESTIGE, AND
THOUGHT-LEADERSHIP
THAT LEADS TO MORE
REFERRALS AND
ENROLLMENTS

On a Flight to Austin, TX



Jaws



Close Encounters Of T...



American Graffiti



Mr Holland's Opus



What About Bob



Down And Out ...

**“Call me Rick. I
need you...”**





Hi Mr DREYFUS.

My NAME IS MIKE KOENIGS.

I HAVE AN IDEA THAT
WILL HELP YOU RAISE
AWARENESS AND MONEY
FOR YOUR FOUNDATION.

READ PAGE 43 BECAUSE
ITS SOMETHING YOU CAN USE
RIGHT NOW.

TEXT ME AT 858-500-3913
OR EMAIL ME MIKEKOENIGS@
gmail.com



MIKE KOENIGS!

"MIKE IS A CREATIVE GENIUS WHO...
- JOHN ASSARAF, NY TIMES BEST

PUB

PRO

VE

A 5-STEP

COACHING

& S

MI

Nine

PUBLIS

AND

PROFIT

VERSION 2.0

A 5-STEP SYSTEM FOR ATTRACTING

PAYING

COACHING AND CONSULTING CLIENTS

TRAFFIC AND LEADS,

PRODUCT SALES,

& SPEAKING ENGAGEMENTS

MIKE KOENIGS

Nine

WHAT TO EXPECT

6 GROWTH ACCELERATORS TO DOUBLE

YOUR BIZ THIS YEAR

- The One-Word Offer
- Six Growth Accelerators to Grow Your Brand Quickly
- How We Produce 20-40 Leads Per Week (and you can too)
- “Referral Parties” - Simple Referral Generation Strategy
- Case Study of a Client that Grew from \$0 to \$1mm in 8 Months and Over \$5.5mm in < 2 Years
- My 5-Step Sales System to Convert Prospects into Clients in 1-2 Short Conversations without a Written Proposal
- **OUR BIGGEST MARKETING, SALES & GROWTH INSIGHT**
(it's in RED SO YOU CAN'T MISS IT)



A photograph of two men in an office environment, both laughing heartily. The man on the left is older, with glasses and a black sweater. The man on the right is younger, wearing a blue suit jacket over a light blue shirt. A blue text box is overlaid on the right side of the image.

**“DAN, WHAT’S THE BEST PITCH
YOU’VE EVER HEARD?”**

CAPABILITY AMPLIFIER - EPISODE #30

MK



THE ONE WORD OFFER

AROUND 48 BC



CIVITAS “CITIZENSHIP”

JULIUS CAESAR



Entrepreneur
ASK AN EXPERT



CAPABILITY AMPLIFIER

— MIKE KOENIGS & DAN SULLIVAN —

Entrepreneur
insider™

?

WHAT BUSINESS ARE YOU IN?



ATTENTION!



A study by Microsoft, Published in Time Magazine reported that in the year 2000, the **average attention span** had *dropped from 12 seconds to 8 seconds.*

A goldfish has a **9-second attention span!**



Two-Second Thumb Flick



ATTENTION!

TRUST

**Packaging, Positioning, Authority,
THOUGHT LEADER STATUS**



CREDIBILITY & INFLUENCE



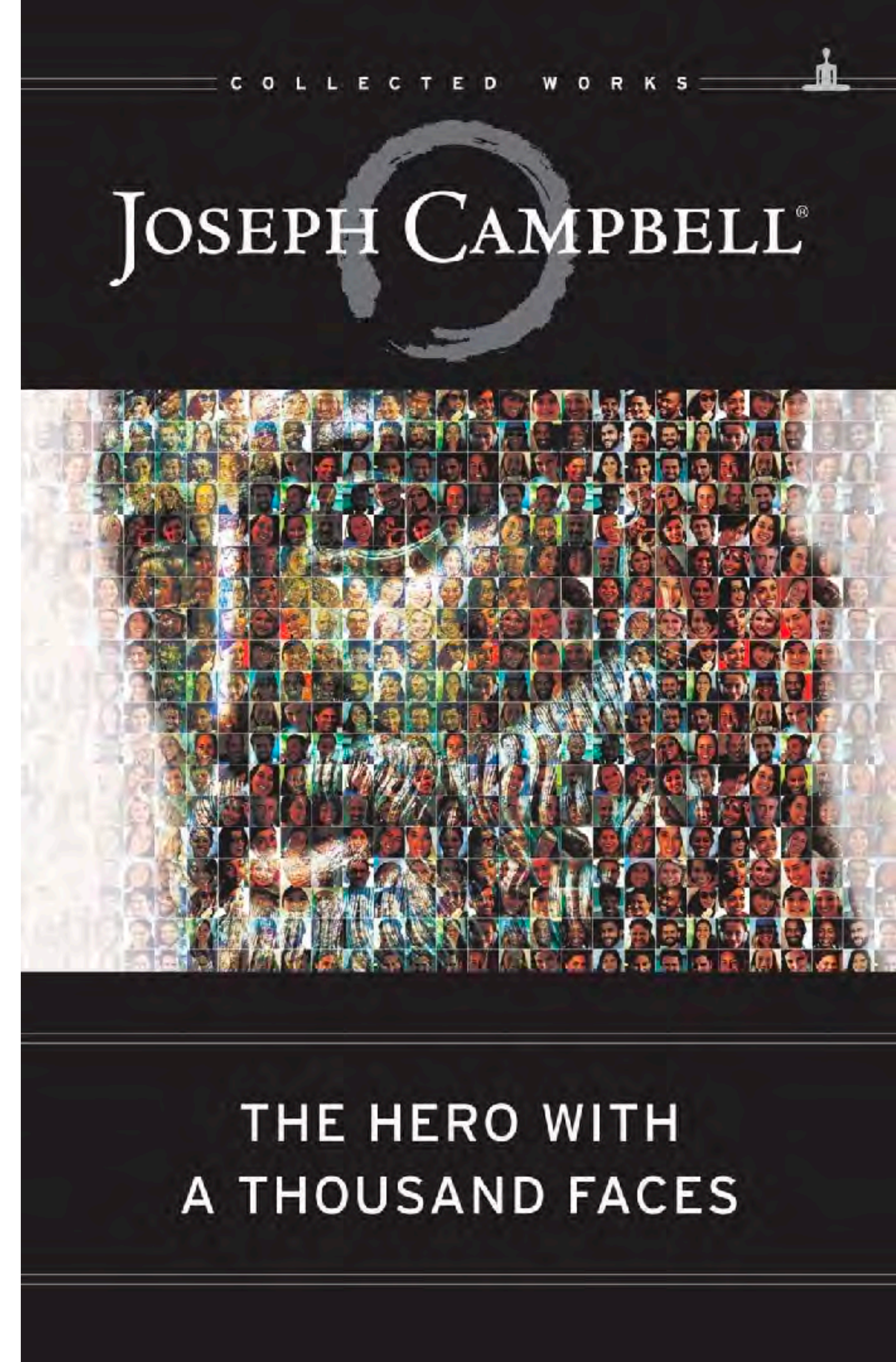
What do you sell?



A Better Life

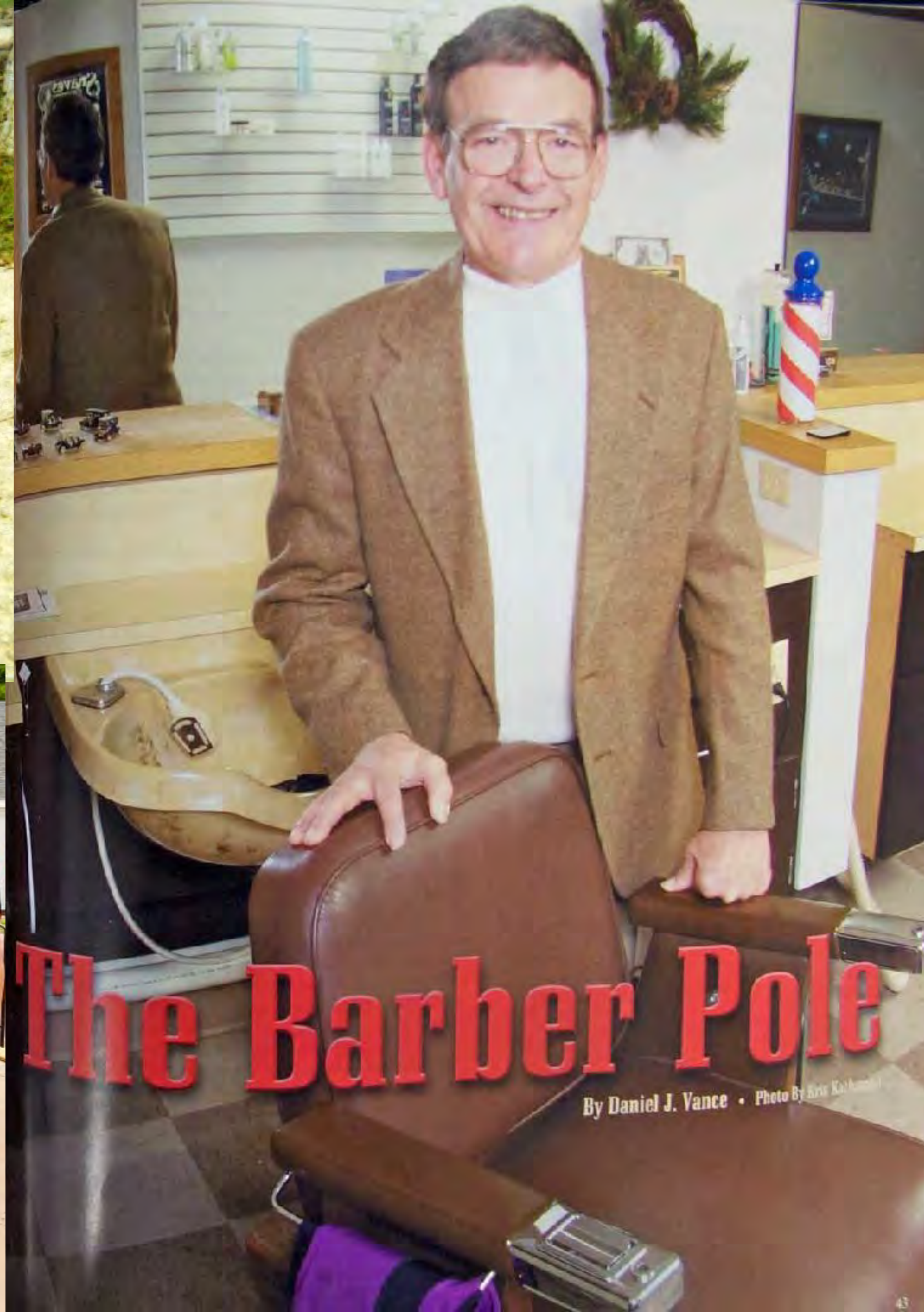
**“Once upon a time there was someone just like you
...who tried and failed to get results.**

You met a guide who gave you insights, shortcuts, capabilities and resources to slay the dragon, rescue the princess (get the prince) / find the Holy Grail and live happily ever after.”



Almost 9 Years Ago...





The Barber Pole

By Daniel J. Vance • Photo By Eric K. Hansen







The System

SIX Growth Accelerators
to **DOUBLE** Your Business
THIS YEAR



The 6 M's

Mindset

Non-Negotiable Personal
and Brand Values

Market

WHO Do You Want
to Be a Hero To?

Model

Your Brand Promise
Your Offer
How You Make \$

Message

The Transformation

Media

Marketing Channels

Multiplier

Strategies + Tactics



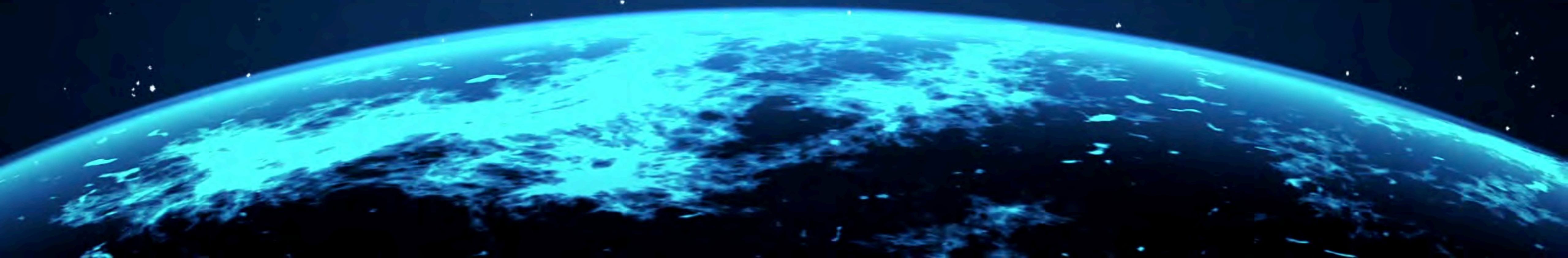
MINDSET

Non-Negotiable Brand Values

Mindset	[1] [2] [3]	[4] [5] [6]	[7] [8] [9]	[10] [11] [12]
Transformations, Not Transactions	I can't imagine a life 10x bigger than the one I'm living right now. I'm regularly afraid of not having enough, running out of resources, and not being enough. In my business, it's been hard to generate referrals, testimonials and repeat customers.	I'd rather maintain and protect my current lifestyle without worrying about "more." My current business is doing ok, and I don't see a reason to expand my professional focus. I'm not sure why I don't get repeat customers and my team isn't there to support me like they should.	I've been ambitious in the past and accomplished big goals. I know there's even more to do. The world is filled with opportunity, and it's my time to create more abundance and impact, personally and professionally.	My business and I play the "long game". Our products and services deliver a transformation to our customers. I believe the world is a totally abundant place and I feel a strong CALLING to create great wealth, abundance, health, and impact for myself and those around me. I know my time to make a mark is NOW.
Constantly Evolving	I don't really need to learn anything more than I've already learned. Books, masterminds and group experiences are a waste of time, money and energy. I stay up to date with current events by watching the news and scrolling social media. Life isn't perfect, but that's just how it is.	I regularly invest in my personal and professional growth. I belong to a few professional groups and value being part of a community of successful peers.	I'm constantly growing, reinventing myself, and shedding limiting beliefs and behaviors that hold me back. I believe I haven't yet experienced the peak of my achievement. My best days are ahead.	I focus on surrounding myself with high-frequency people and mentors, while staying in a state of gratitude, creativity, collaboration, love, and ambition. I ruthlessly weed out low-frequency, polarizing and negative people so that I can make room to evolve.
Collaboration & Relationships	I rarely take action unless I'm forced to. I always feel like I'm late, doing it alone, or being left behind. I have a hard time delegating or working as part of a team.	I'm frustrated because I can't take advantage of as many opportunities as I'd like, and my results fall short of my expectations. I've been disappointed by partnerships and vendors in the past, and have a hard time trusting someone else's decisions about my business model or branding.	I'm an action taker, but need the right team around me to stay on target, move quickly, and take advantage of opportunities. I just wish I had better access to WHO's who can solve my HOW's.	1+1=11! I love teaming up with great WHO's in an evolved partnership, and continually look for collaboration paths. I have a track record for adapting and responding to market changes with agility, humility, and good ideas that get results.
Mastery of Self	The biggest failures and most unpleasant experiences in my life were someone else's fault. The world and other people seem to conspire against me. I just can't win.	I feel it's unfair that others are more successful than me. If I only had the chance, or the opportunities they got, I could be as successful as they are too.	I believe I'm responsible for my life and business, but sometimes "bad luck" happens and there's little I can do about it.	Time is my most valuable resource. I protect it. I'll invest in mentors, advisors, coaches and systems to save it. I take responsibility for everything that happens in my life and business. When things don't go as planned, it's my job to find a way.

MARKET

WHO DO YOU WANT
TO BE A HERO TO?



OUR “PERFECT WHO” to be a HERO TO

- Visionary B2B Entrepreneurs - Owners, Founder, CEO, Partner
- B2B Business > \$1mm-\$50mm+ in Sales, > \$5,000 Offers
- Proven Success, Transformations, Testimonials
- A History of Being Coachable / Coached - Mastermind Members
- “Belongers of” -> (YPO, EO, Vistage, Strategic Coach, Genius Network, Abundance 360, Tony Robbins, Darren Hardy, Brian Tracy, Simon Sinek)
- “I Have a Message” - Want to be a TRUSTED AUTHORITY
- Know a Strong Personal Brand BOOSTS Value + Pricing
- WANT TO or Have Written Books, TED/TEDx Talk, Have a Podcast, Media Trained, Needs a Strong Creative + Innovation Team
- **KOLBE Quick Start 8-10 (not fact-finders)**



MODEL

What is Your OFFER?

How do You Make Money?

CATEGORY OF ONE BRAND: **THE LIFESTYLE INVESTOR**

SJ +
Bestseller
ct
lass
mind
r / Coach
Mo.

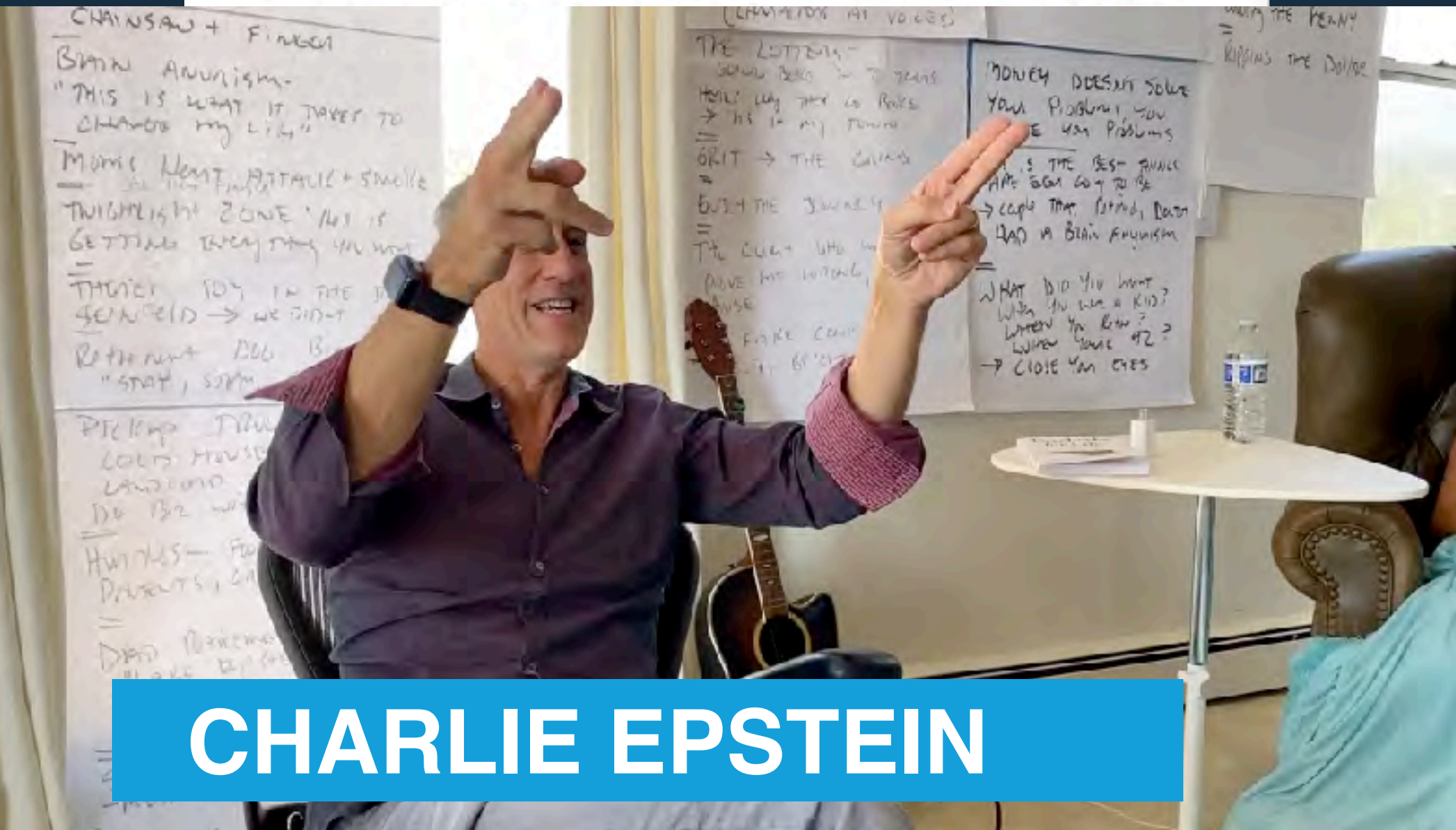


JUSTIN DONALD

- \$5.5mm in < 20 Mo.

FINANCIAL ADVISOR TO ENTERTAINER: **ONE MAN COMEDY SHOW**

- BEFORE: 401k Coach
- AFTER: Yield of Dreams
- Only “One Man Show” by a Financial Advisor in the World
- Course, App, Documentary, System, Book, Podcast
- Charlie Sold his Business
- Living his Dreams doing a Nationwide Tour in April



CHARLIE EPSTEIN



GUI COSTIN

DAKOTA.COM SUBSCRIPTION INCOME

- RAISED \$40 BILLION
- Sales Team for Hire for Investment Firms -> Allocators
- “Every Day is a Great Day to Sell”
- 7 Clients out of 3500 Firms
- Turned IP Into Subscription Income
- \$5k-\$50k Offerings
- Multiples for Acquisition



FROM “ARCHITECT” TO “LIVING WORKSPACE” CREATOR: FROM \$75K TO \$1MM OFFER

- Reframed his business model from “Architect” to “Living Workspace” creator
- \$75k to \$1mm offer
- Crafted articles and content to elevate personal and business brand
- Messaging for 20 Billionaire Connections
- (he’s in Mumbai BTW)

NINAD TIPNIS



EXIT TO ADVISOR: HELPING FOUNDERS SELL THEIR BUSINESSES

- Joey sold his franchise company to Private Equity
- \$100k Workshop
- \$5k-\$10k Ongoing Advisory
- +% of Baseline Profit
- +Equity
- PE Firm Pays for Intros
- PE Pays % of Deal



JOEY OSBORNE

MESSAGE

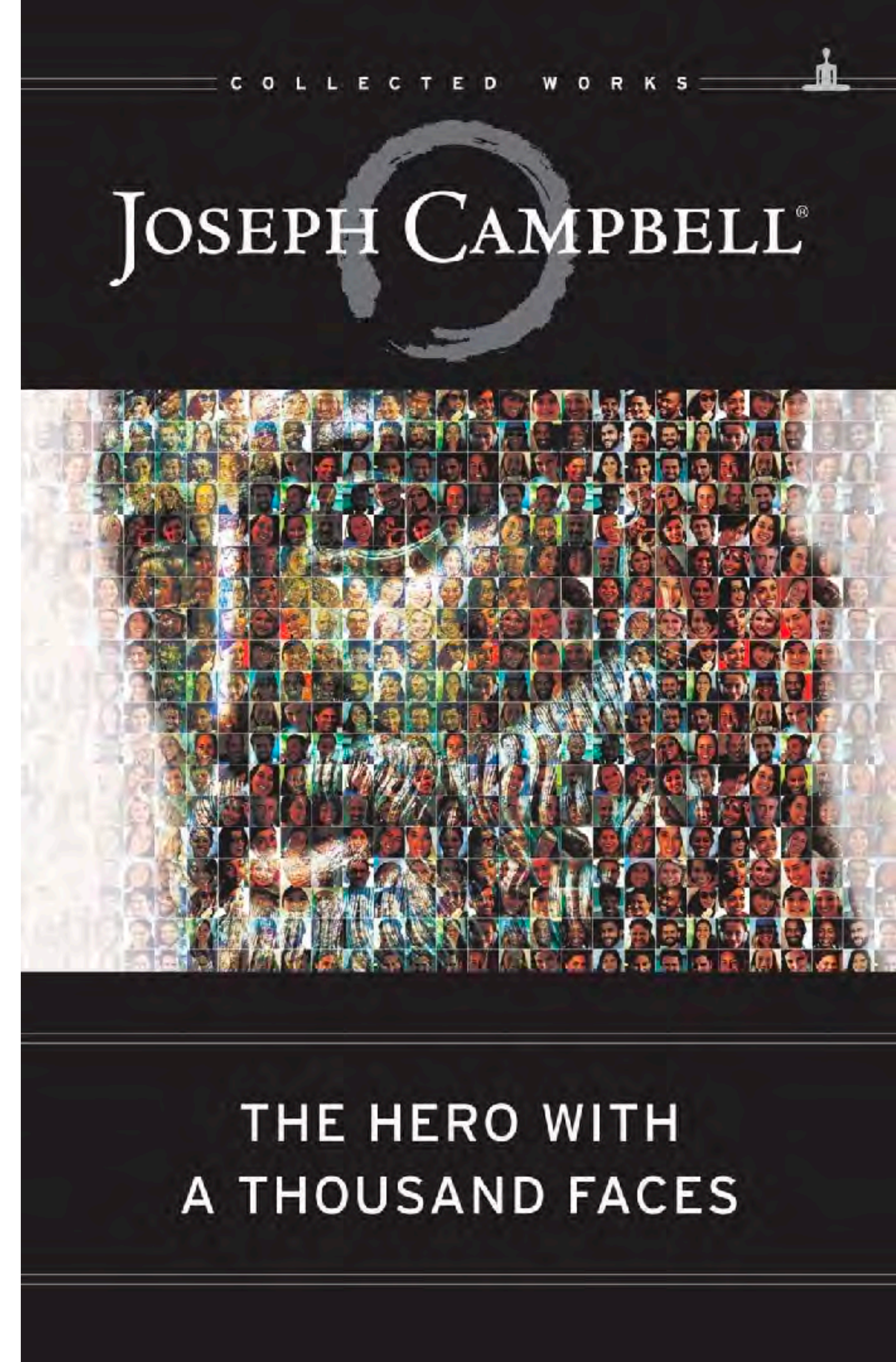
REACH YOUR AUDIENCE

SELL THE TRANSFORMATION

SHARE YOUR STORY

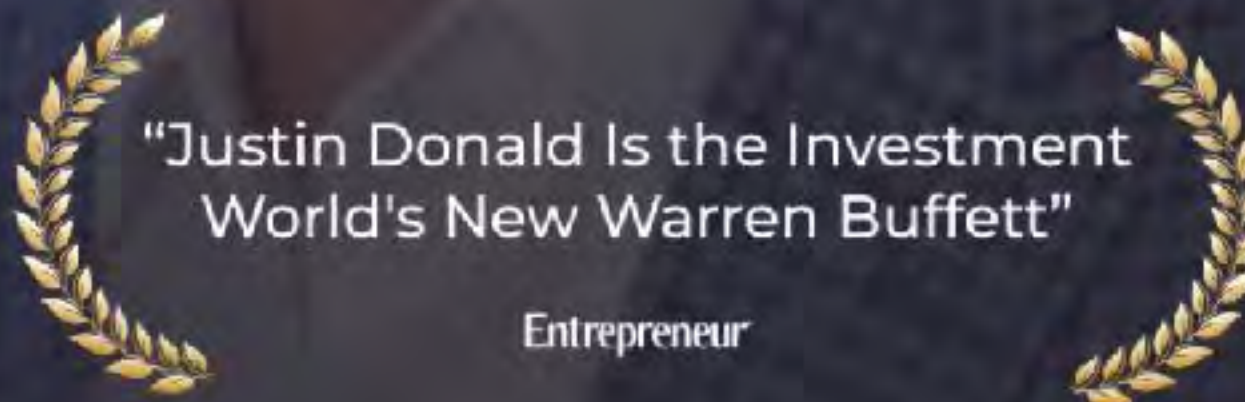
**“Once upon a time there was someone just like you
...who tried and failed to get results.**

You met a guide who gave you insights, shortcuts, capabilities and resources to slay the dragon, rescue the princess (get the prince) / find the Holy Grail and live happily ever after.”





You absolutely can enjoy the fulfilling lifestyle you desire by building wealth without creating a job.



FINANCE

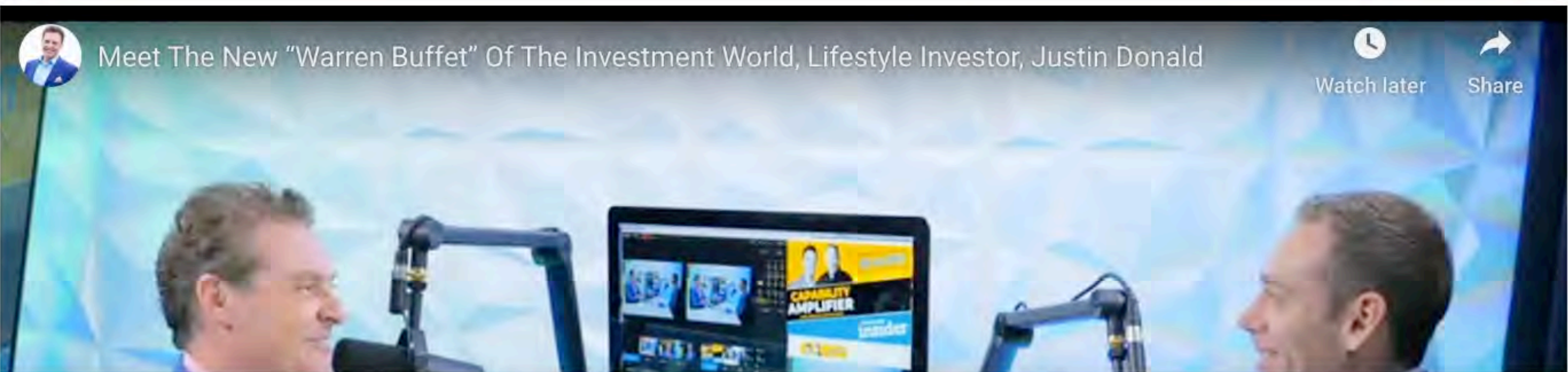
Justin Donald Is the Investment World's New Warren Buffett

10 business commandments from lifestyle investor Justin Donald.



Add to Queue

NEXT ARTICLE



FINANCE

4 Ways Besides Payment Processing Bitcoin Can Help Your Business Grow

FINANCE

8 Tips to Squeeze More Savings from Your Home Office

Amazon Web Services **SPOTLIGHT**

Continuous Cloud Learning Sparks Scalable Business Success

By Amazon Web Services

FINANCE

4 Ways to Save for Retirement Without a 401(k)

Michigan Economic Development Corporation **SPOTLIGHT**

Why This 19-Year-Old Tech Founder Pursues a 'Legacy of Grit and Determination'

By Michigan Economic Development Corporation

Feedback

MEDIA

REACH THE WORLD

ACCESS ANYONE

LEVERAGING AI TO CREATE FINANCIAL SOLUTIONS
THE MONEY ISSUE 2021
KNOW FASTER. ACT FASTER. PROFIT MORE.

LEARN ABOUT THE CAPABILITY AMPLIFIER
ARE YOU SITTING ON THE NEXT BIG IDEA?

Forbes

CEO OF Capitalogix
HOWARD GETSON

"THE GOAL IS TO CREATE SOMETHING STRATEGIC THAT CREATES OPPORTUNITY."

THE MOST VALUABLE COMPANIES IN THE WORLD ARE BUILT ON TOP OF PLATFORMS

IN ORDER TO CREATE A SUCCESSFUL BUSINESS, YOU NEED THE GUYS TO SELL THE PROTOTYPE BEFORE THE PRODUCT IS LIVE.

INFLUENCIVE

December, 2021.

WORKSPACES THAT ATTRACT THE BEST TALENT

NINAD Tipnis

OFFICES THAT INSPIRE YOUR BEST WORK

THREE WAYS NINAD TIPNIS' WORKPLACE DESIGN INSPIRES GREATNESS

AMERICA'S MOST MANIPULATIVE BILLIONAIRE
THE BOARDROOM BUYS INTO BITCOIN

THE MONEY ISSUE 2021

THE \$12 BILLION COLLEGE CHEATING FACTORY
FROM CANDY TO CANNABIS

Forbes

The Lifestyle investor
JUSTIN DONALD

"EVERY DOLLAR GETS A RETURN."

THE FOUR CORE PRINCIPLES OF LIFESTYLE INVESTING

LIFESTYLE: Each investment must truly represent passive income.
RISK: Structure each deal to minimize risk.
PRINCIPAL: Part of cash-flow investing is replacing your earned income.

Entrepreneur

SEPTEMBER 2021 | Entrepreneur.com

JUSTIN DONALD

IS THE INVESTMENT WORLD'S NEW WARREN BUFFETT

LOW-RISK CASH-FLOW INVESTING

10-STEP SYSTEM: TO BUILD WEALTH

WHEN HEROES ARE PRESENT, PEOPLE BEHAVE AS IF THEY'RE BEING WATCHED BY HEROES

2. AMPLIFIES CLIENT RELATIONSHIPS

Tipnis' approach to doing business is remarkable. He calls his clients Patrons, honoring the artisanal approach for each project and the deep relationships forged with company founders and key representatives from multigenerational family offices. For example, when Tipnis designed the 70,000 square foot Mumbai hub of jewelry exporter KBS, he worked with representatives from three generations of the family to align their values, principles, and intentions for the space. It's now a landing space for key clients when they arrive in India, and celebrates the surrounding geography and culture. Imagine if your workplace were a showcase of your culture, talent and values — a work of functional art that your best clients, vendors and key relationships can experience?

3. INSPIRES YOUR BEST WORK

Tipnis is highly inspired by Michelangelo's statue of David. His design process is similar to Michelangelo's method of gradually chipping the excess marble away to unravel the masterpiece he imagined within. This is apparent in the Thriving Workplace designed for Matrix Partners. Located in the most expensive real estate in Mumbai (and possibly the region), this founders-focused headquarters

WHY YOU SHOULD CARE ABOUT INVESTMENTS AS AN ENTREPRENEUR

Learn how Justin Donald started in investing and managing finances.

MANAGING FINANCES

As an entrepreneur, you're typically broke. A lot of business started with people saying they wanted to work for themselves, build a team, and create a successful product. However, sometimes people find themselves being controlled by finances and money.

Learn how Justin Donald, a recent guest on Making Sense, got out of this cycle. With an entrepreneur background of wanting to work for himself, Justin realized that his finances that were being managed by banks weren't really his. After learning a lot about investments, he made changes to his life to allow his finances to match his lifestyle.

Learn how Justin started his investing and managing finances, along with how entrepreneurs can get started in finance to be successful in a different way than might be used.

ENTREPRENEUR TO INVESTOR

When investing, Justin emphasizes finding out cash flow opportunities. Justin says that real estate is a great first

INFLUENCIVE

September, 2021.

Justin DONALD

LEARN HOW I STARTED IN INVESTING AND MANAGING FINANCES

WHY YOU SHOULD CARE ABOUT INVESTMENTS AS AN ENTREPRENEUR



Entrepreneur

ASK AN EXPERT

CAPABILITY AMPLIFIER

— MIKE KOENIGS & DAN SULLIVAN —

Entrepreneur

The Accidental Entrepreneur Shares His Incredible One-Sentence Business Plan

In this week's episode of the Capability Amplifier podcast, learn how Rich Litvin found incredible success with a simple goal.

By Mike Koenigs August 30, 2019

Opinions expressed by Entrepreneur contributors are their own.

"It takes courage to put a stake in the ground, to own who you are and what you believe in."

CAPABILITY AMPLIFIER
— MIKE KOENIGS & DAN SULLIVAN —

Home Your Music All Episodes Subscribe

REWIND — Rich Litvin — "The Accidental Entrepreneur" Episode 72
Dec 30, 2020

CAPABILITY AMPLIFIER

SPECIAL GUEST
RICH LITVIN

MIKE KOENIGS | DAN SULLIVAN

Get A Free Capability Amplifier Business Growth Toolkit & Know When a New Episode is Released!

Just enter your name and email address and we'll notify you when our latest episode has arrived! Don't worry...we hate spam too and respect your privacy.

First Name

Email

Send Me Updates

Send a voice message to Mike & Dan

Is your microphone ready?

Start recording

100% Private | 100% Free | 100% Fun

Free your business with the power of the voice.

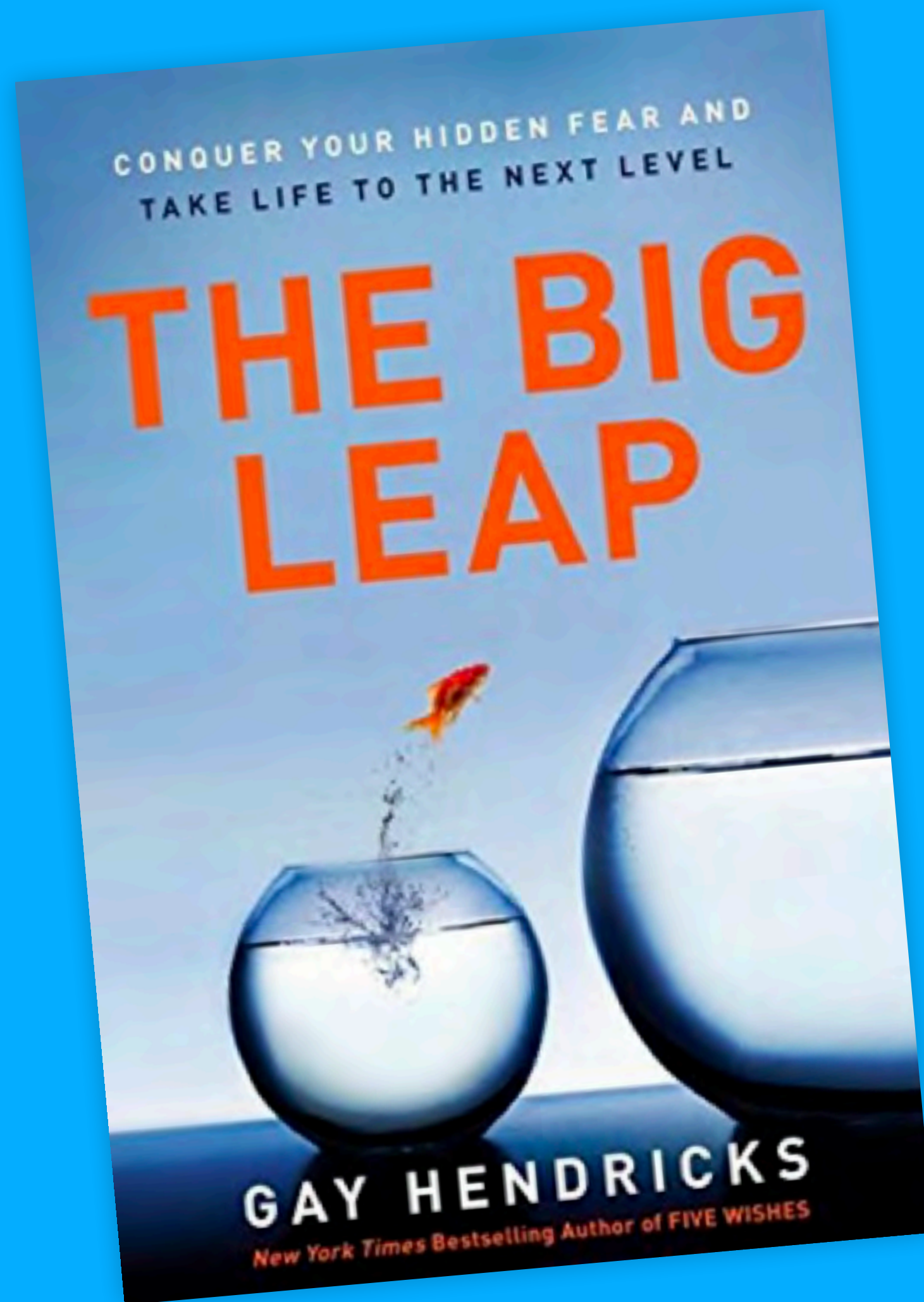
100% Private | 100% Free | 100% Fun

Free your business with the power of the voice.

ai

Intuitive truths to the world and when you ability to put a stake in the ground and

in, "The Accidental Entrepreneur", on the miliar, Rich is a hugely successful author, ought after business coach who only client!



MULTIPLIERS

The Fastest Path to the Cash

**Over 30 Multipliers to Get Attention,
Grow and Monetize an Audience...in Days.**



Multiplier #29: LinkedIn Marketing Events that Generate 100-200 Qualified Prospects Per Week

#LinkedInLive

SIX Growth Accelerators to **DOUBLE** Your Business

REGISTER TODAY FREE

THIS YEAR

www.PaidForLife.com/Growth

FORTUNE | FI | CBS | The Boston Globe | Entrepreneur | NBC | CNN | FOX | ABC | ELEVATOR PITCH | Forbes

 **SUPERPOWER ACCELERATOR**

✓ Attending

Six Marketing Growth Accelerators to Double Your Business Sales for CEOs

Event by The Superpower Accelerator - San Diego Marketing Advisor

📺 Online

📅 Tue, Dec 7, 2021, 11:00 AM - 1:00 PM (your local time) Add to calendar ▼

🔗 Join here • <https://www.MikeKoenigs.com/Growth/>

LinkedIn



Multiplier #23: Referral Parties

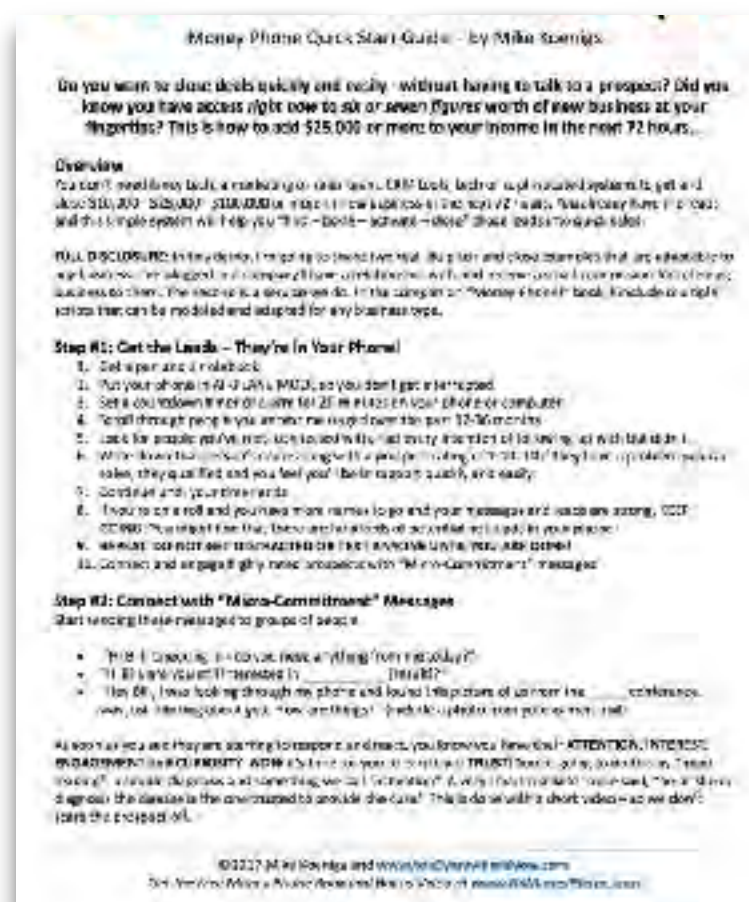


Multiplier #8: Money Phone

I have an idea that will help you grow your business. I made a video for you, do you want to see it?

Delivered

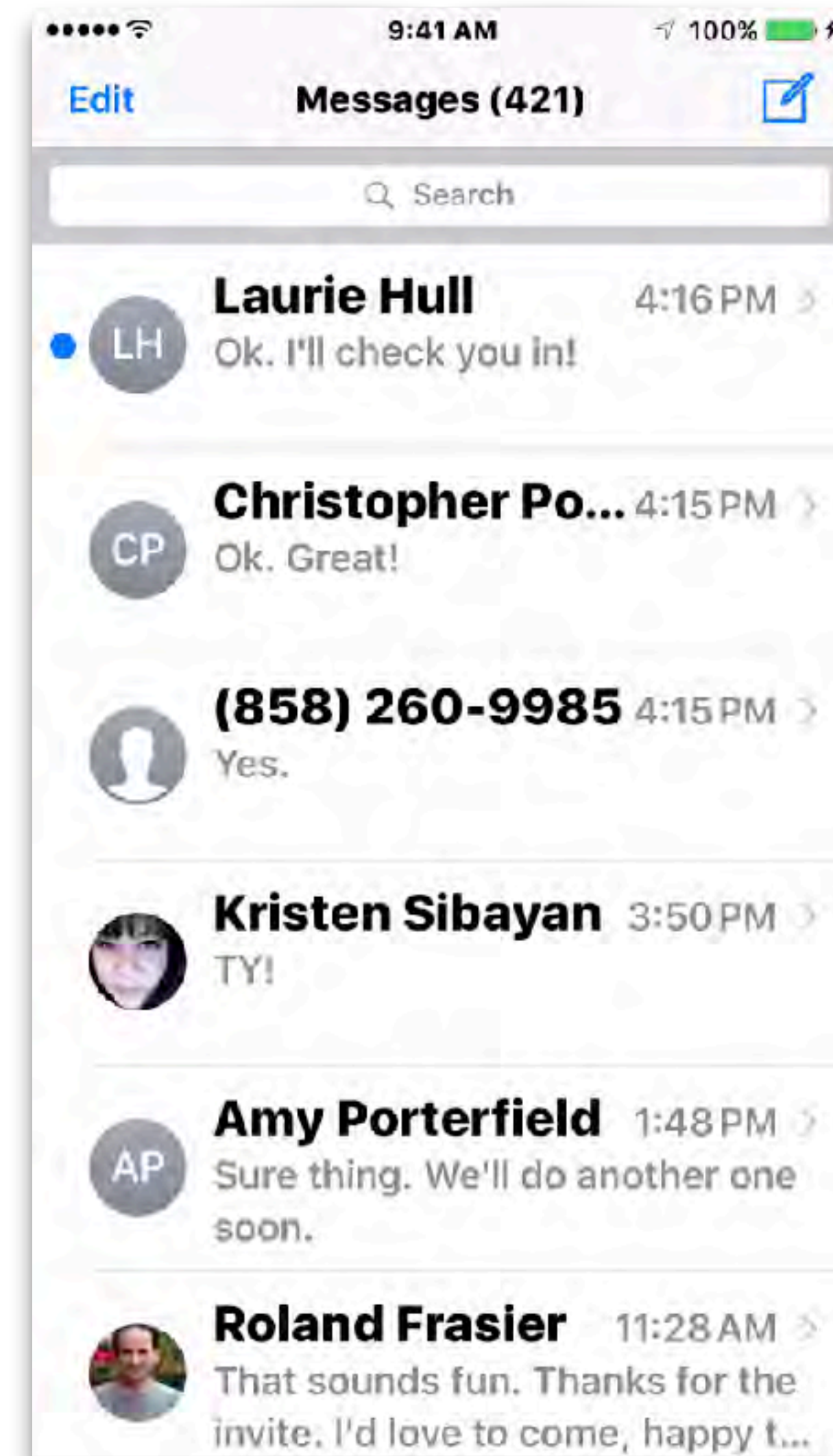
iMessage



There are 20-300 Qualified Leads at Your Fingertips Right Now

00:03:13

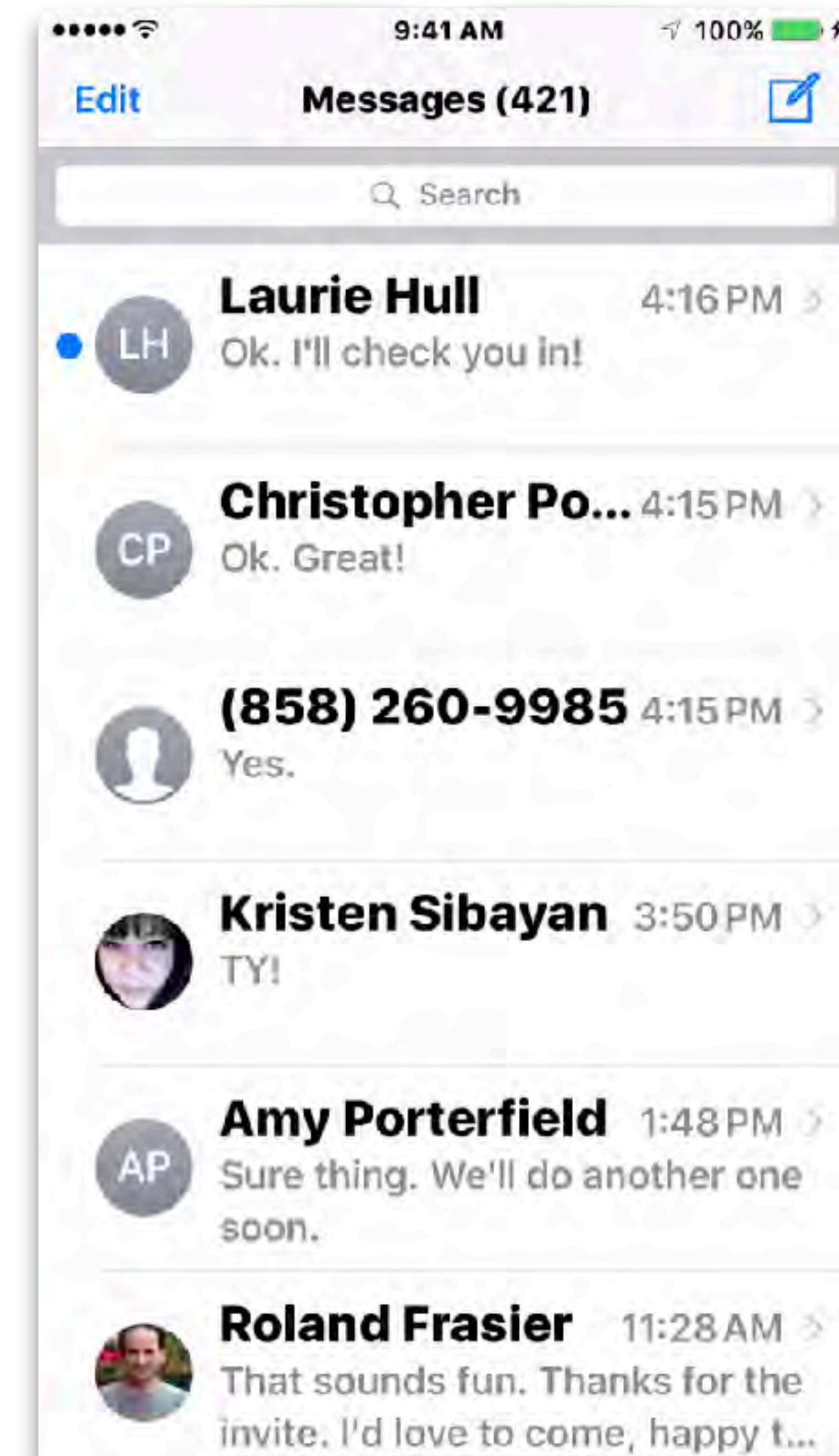
- People you never followed up or connected with who need a warm-up and offer!
- Put your phone in airplane mode
- Set a 20 minute timer...
- Scroll through 2-36 months of messages
- Write down names, rate them 1-10
- Send “**Micro-Commitment**” messages...



Tag + Rate Each Prospect

00:03:13

- A - Prospects
- I - Influencers
- R - Referrals
- P - Platform Opportunities / Affinity Groups
- A - Ambassadors
- Rate 1-10

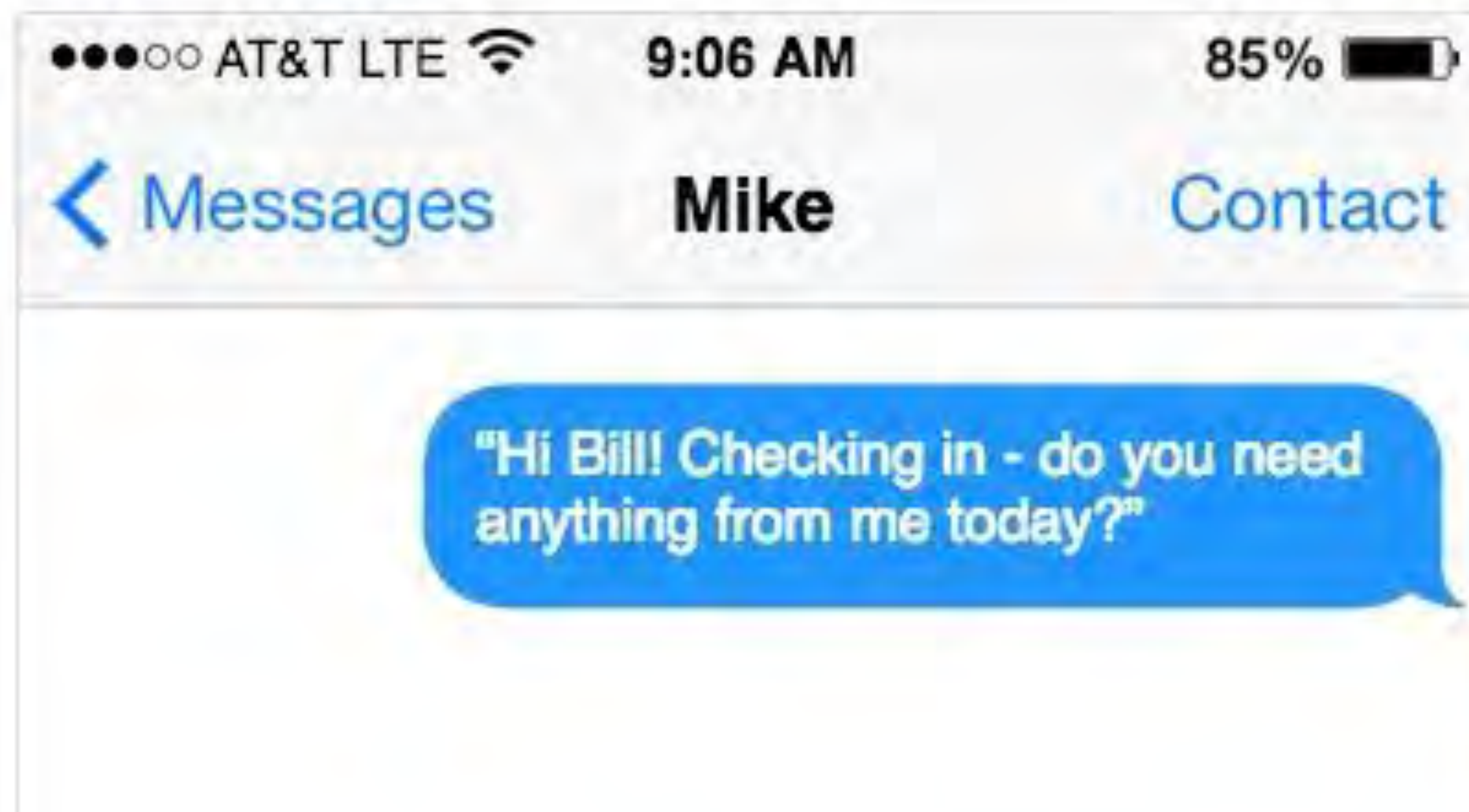




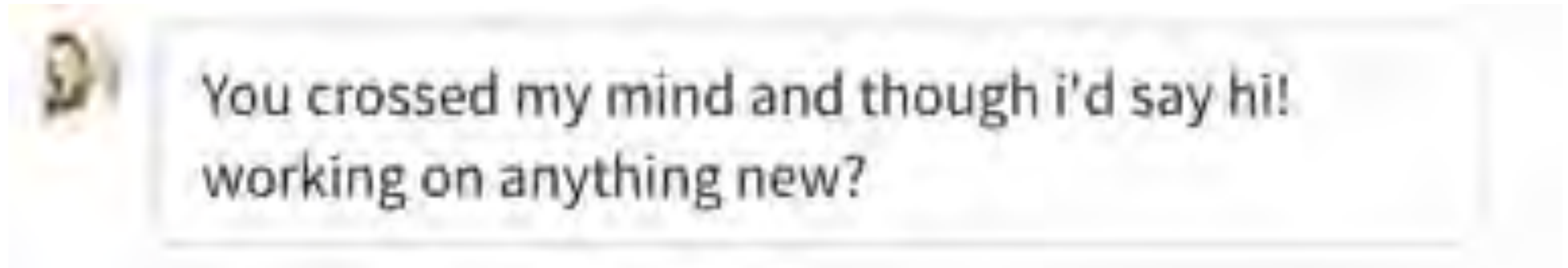
MICRO-COMMITMENTS



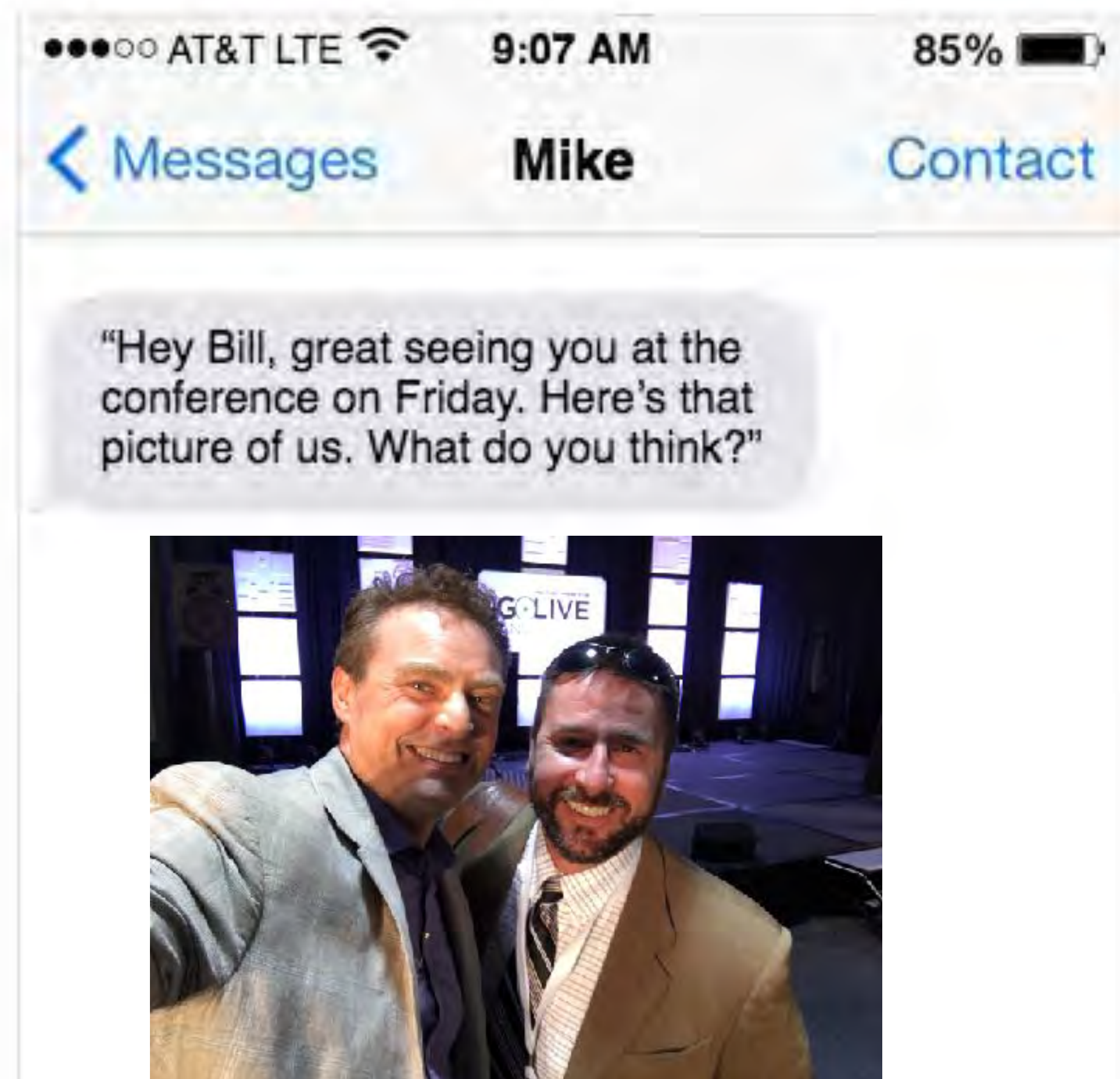
“Checking in - do you need anything from me today?”



**“You crossed my mind and
thought I’d say hi! Working
on anything new?”**



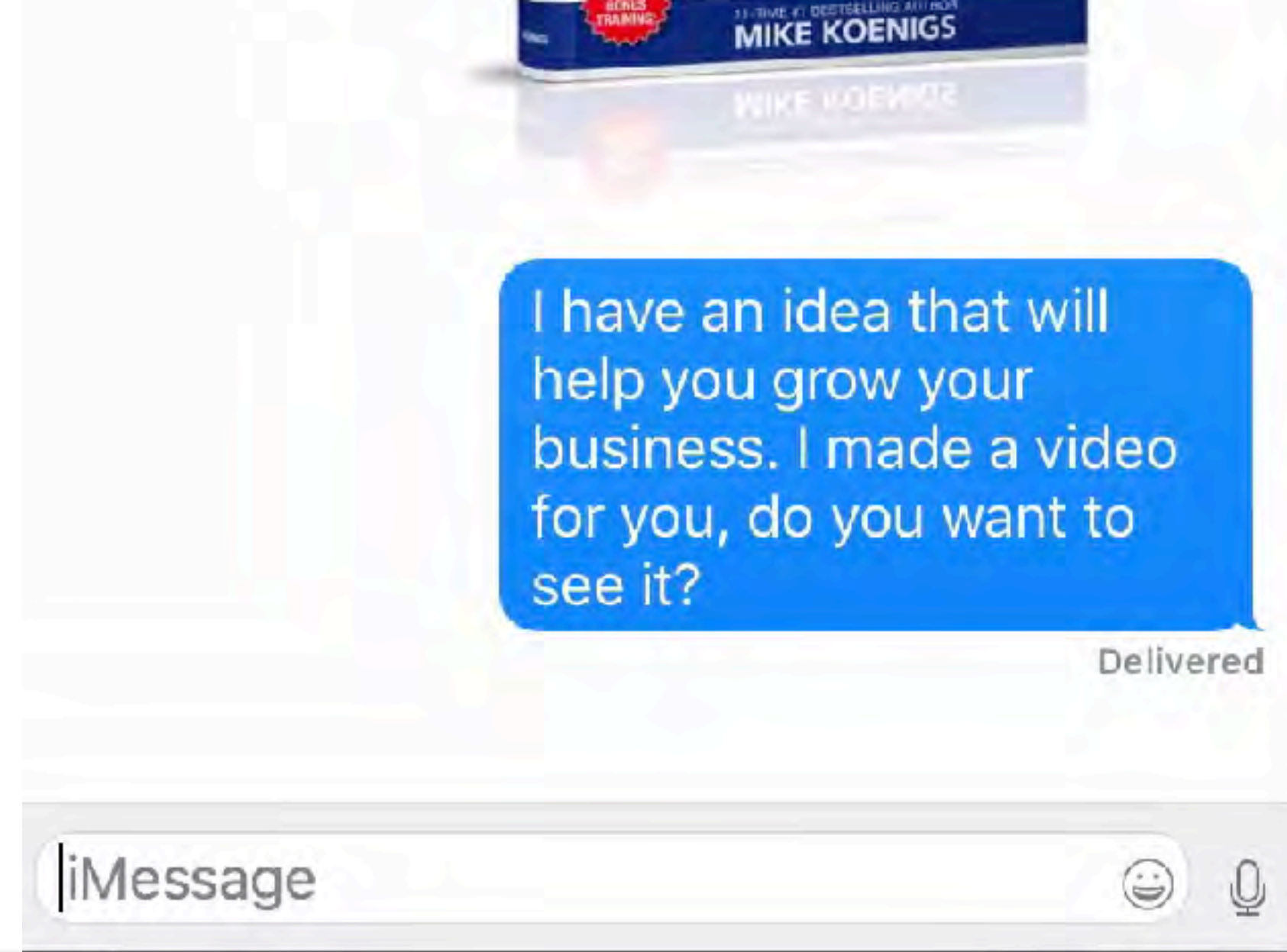
“Hey Bill, I was looking through my phone and found this picture of us from the _____ conference. I was just thinking about you. How are things?”



“Quick question. Are you still interested in [result]?”



- Saving \$20,000 or more on your tax bill
- Raising money for your foundation
- Growing your business
- Losing 20 pounds
- Getting 20-40 leads per day
- Closing 2x-3x more deals
- Becoming a bestselling author



95%+ ENGAGEMENT IN MINUTES!



One Message and We Have...

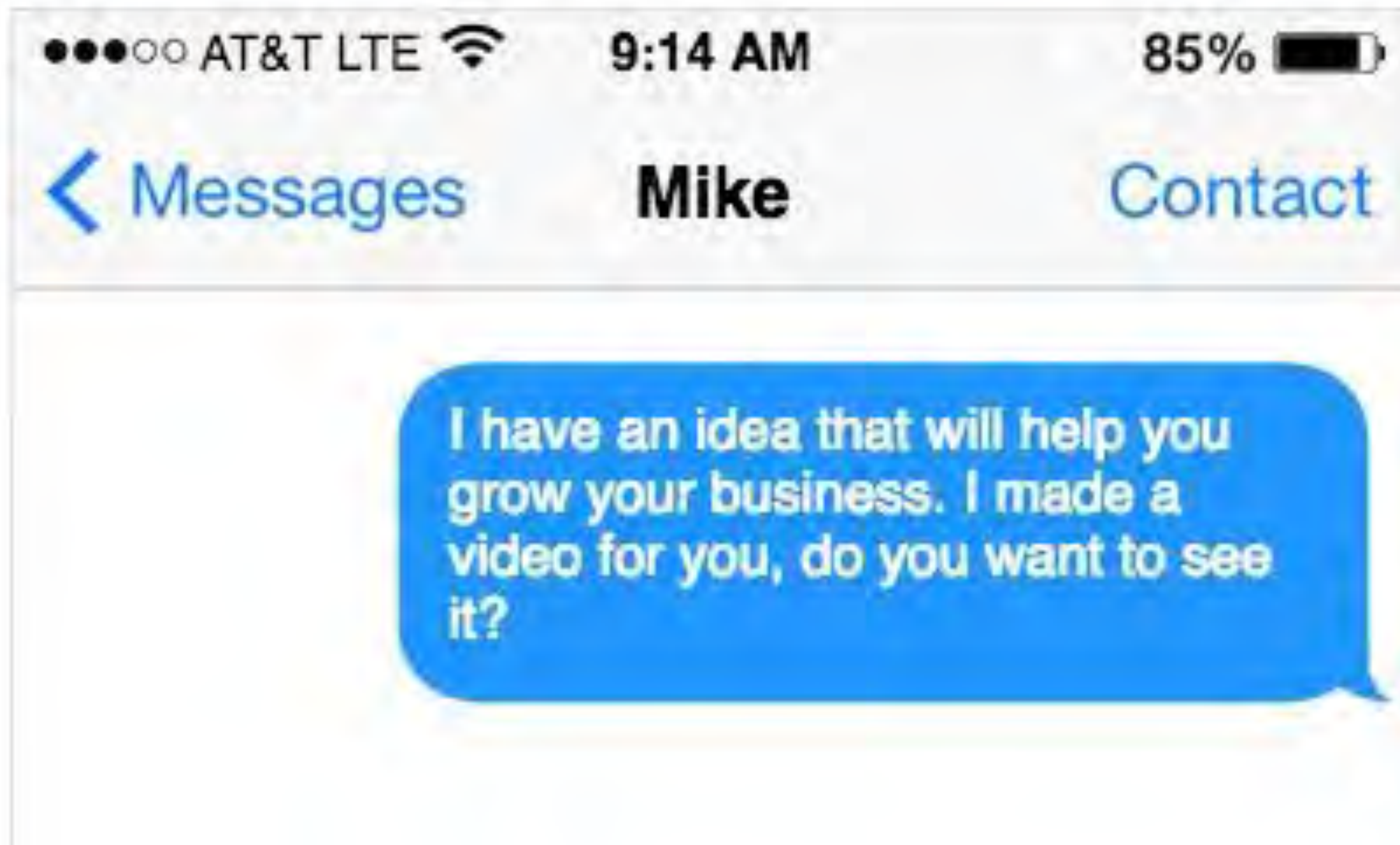
- **ATTENTION**
- **INTEREST**
- **ENGAGEMENT**
- **CURIOSITY**
- Now we need to earn ***TRUST, but how?***

“Mind Reading” and “Activation”

A very smart marketer once said,
*“the individual who diagnoses the disease
is the one trusted to provide the cure.”*

**This is done with a short video – so
we don’t scare the prospect off.**

“I have an idea that will help you
_____. I made a 1 minute video
for you, do you want to see it?”



Multiplier #29: “The Eel Killer”

Overcome Objections without a Proposal



- Find Out What the “Eel’s” Objections will Be
- Learn What’s Missing
- Have the Decision Maker Make an Intro
- “Punch the Elephant”
- Transformational Story
- Describe the Experience
- Reinforce A Better Life



The Sales System that

Consistently

Delivers,

Predictable

Profitable Results...



**SCAN OR TEXT TO
GET THIS
PRESENTATION PDF**

MK
MIKE KOENIGS

**TEXT EWAS TO
+1 (855) 955-3958**

**TEXT TO
SCHEDULE A
CONVERSATION
RIGHT NOW!**



Entrepreneur
ELEVATOR
PITCH

SUCCESS



Entrepreneur
ASK AN EXPERT

The
Boston
Globe

CBS
NEWS

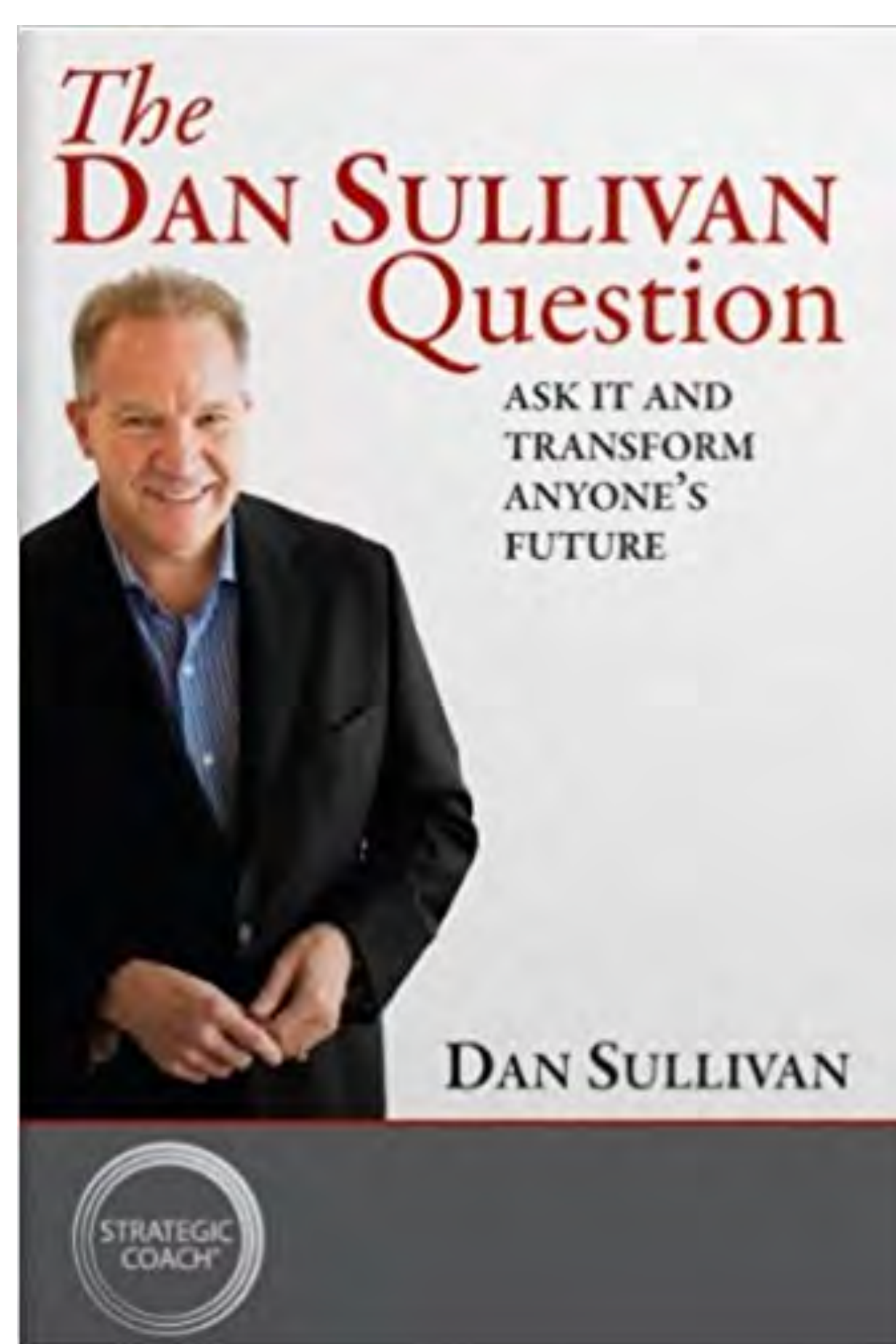
CNN

FOX



Inc.

Entrepreneur
insider



The Dan Sullivan Question

Name: _____

Date: _____

If we were meeting here _____ from today, looking back over those _____ ,
(time frame e.g. 3 years) (time frame e.g. 3 years)
what has to have happened during that period for you to feel happy about your progress?



TEXT EWAS TO +1 (855) 955-3958



QUESTION #1

TEXT EWAS TO +1 (855) 955-3958



Question #1 - The Transformation

Imagine you and I were to start working together today.

I do everything I can to help you get results.

Now imagine we're meeting a year from now. What would have happened for you to feel happy with your progress?

What would make you believe that this was the best decision and investment you've ever made?

TEXT EWAS TO +1 (855) 955-3958





QUESTION #2

TEXT EWAS TO +1 (855) 955-3958



Question #2 - Why don't you have it yet?

**What's been standing in your way or holding you back?
What threats or dangers are you facing?
What else? What else?**

TEXT EWAS TO +1 (855) 955-3958





QUESTION #3

TEXT EWAS TO +1 (855) 955-3958



Question #3 - Opportunities

What opportunities are you not able to take advantage of right now because you don't have [Challenge #2 Solved]?

Think about what resources, connections, talents, or skills you have access to that you're not currently utilizing 100%, that we could use to help overcome your obstacles and achieve your goals.

What else? What else?

TEXT EWAS TO +1 (855) 955-3958



Question #4 - Yours (or your brand's) Superpowers

If you could spend 95% of your time doing what you are best at, what would that be?

What do you want to be known for?

TEXT EWAS TO +1 (855) 955-3958



Question #5:

Do you want me/us to help you?

Narrate the “movie” with the prospect as the hero and our product/service as their guide.

Take a look at your calendar...

TEXT EWAS TO +1 (855) 955-3958

SUMMARY OF THE GROWTH ACCELERATOR FRAMEWORK

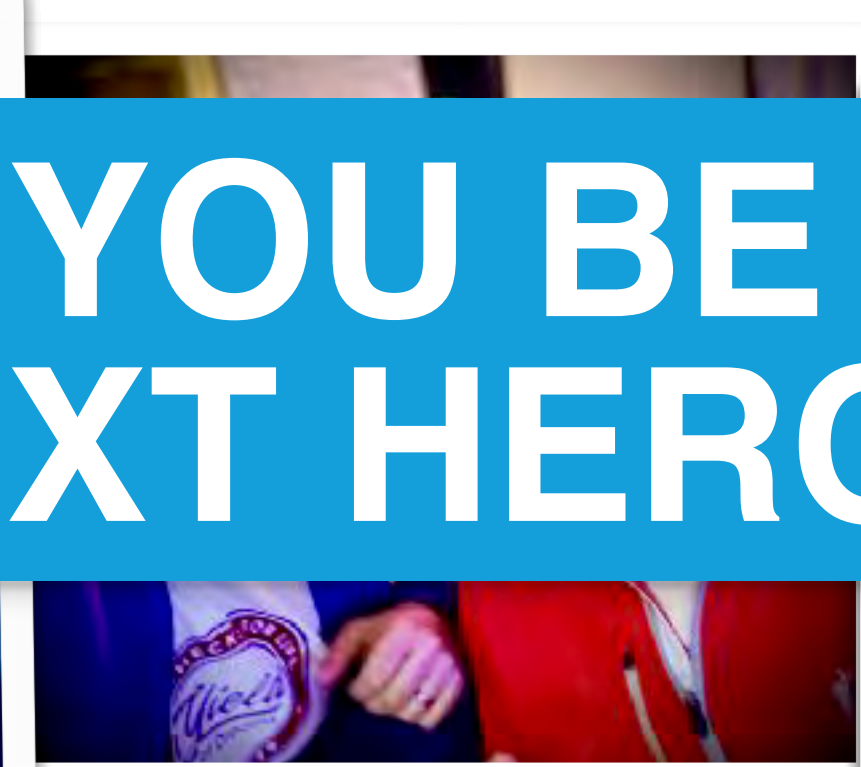
- #1 Get Attention, Earn Trust
- Build Your “6M” Framework to Craft a Perfect Message
- Craft a Sales Story Around a “Hero’s Journey”
- Use a Repeatable Sales System
- **SELL TO 8, 9, 10 KOLBE “Quickstarts”,
NOT Fact-Finders**

TEXT EWAS TO +1 (855) 955-3958





**WILL YOU BE OUR
NEXT HERO?**





**SCAN OR TEXT TO
GET THIS
PRESENTATION PDF**

MK
MIKE KOENIGS

**TEXT EWAS TO
+1 (855) 955-3958**

**TEXT TO
SCHEDULE A
CONVERSATION
NOW**



Entrepreneur
ELEVATOR
PITCH

SUCCESS



Entrepreneur
ASK AN EXPERT

The
Boston
Globe

CBS
NEWS

CNN

FOX



Inc.

Entrepreneur
insider

YOU HAD ME AT HELLO

HOW TO CREATE MORE
TRUST, PRESTIGE, AND
THOUGHT-LEADERSHIP
THAT LEADS TO MORE
REFERRALS AND
ENROLLMENTS

Custom Brand Impact Scorecard

BONUS #
1

**\$1000
VALUE**

Brand Impact Scorecard

Prepared by MIKE KOENIGS, INC for Tim Conn @ ImageOneFranchise.com



Tim - Take a look through your scorecard for ImageOneFranchise.com! If you'd like to schedule a conversation to learn how we can help you grow your business, increase the value of your offers, improve your brand and help you attract better customers, [book an appointment here](#).

BRAND & REPUTATION		
Area	Comments	Score (1-10)
Easy, Short, Relevant, Memorable Domain	Catchy and easy to remember domain. Memorable and excellent choice!	8
Professional Brand & Logo	Easy to read the headline, but the header is divided with the sign-up box and headline. It's a little too early to ask for an optin.	7

- What Works, What Doesn't
- Brand and Reputation
- Web Site
- Offer, Packaging, Collateral
- Founder / CEO Positioning
- Impact
- Recommendations
- And Much More...

How to do LinkedIn Marketing Events That Generate 100-200 Leads Per Week

BONUS #
2

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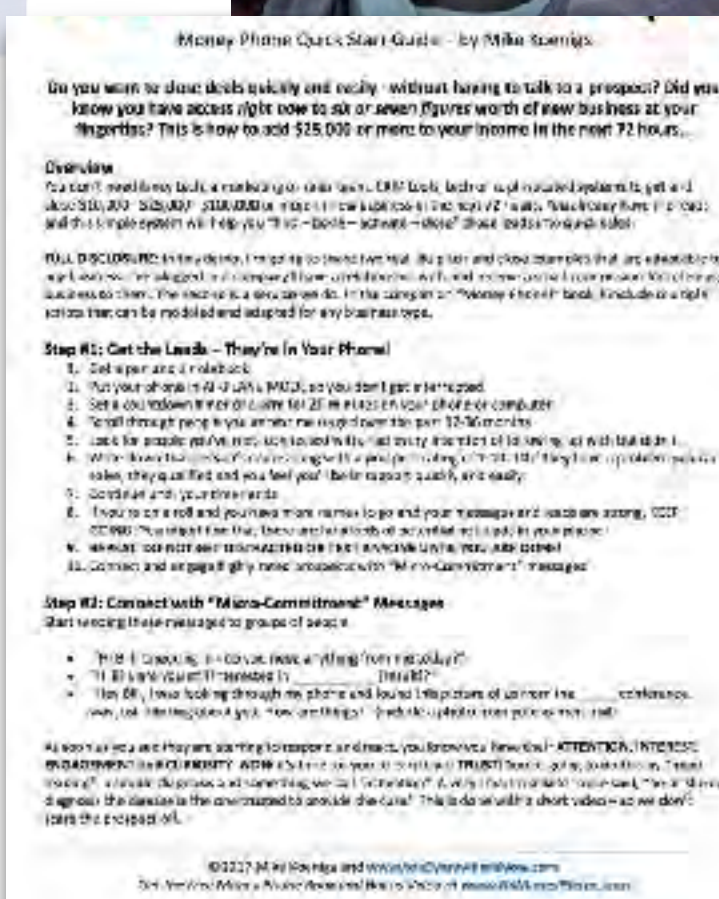
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3

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LinkedIn Tips: How to Quickly Connect, Influence and Turn Connections into Customers

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**HOW TO CREATE AN
INSTANT CONNECTION
WITH NEW CONTACTS**



Zoom Tips 25 Strategies to Make Your Zoom Meetings & Webinars AWESOME Video + PDF

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5

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25 TOP ZOOM MEETING STRATEGIES

**MAKE YOUR ZOOM
MEETINGS LOOK
AND SOUND AWESOME!**

25 Strategies to Make Your Zoom Meetings and Webinars AWESOME and Professional Every Time

By Mike Koenigs - VIP@PaidForLife.com



[Watch the video version here.](#)

Do you want to make a great first impression, sell more products and be the most memorable personality or brand in every meeting? You've got to look and sound great.

I don't know about you, but I've been attending a record number of Zoom meetings and webinars lately and most of them do not look or sound very good. In fact, they're mostly abysmal.

If this sounds familiar and you're looking for some tools and strategies to look and sound great on every Zoom meeting and something you can share with your team so they show up prepared and produce professional content that is brand representative, this article is packed with 25 tips that you can use right now as a companion to the video.

I have tested, re-tested and perfected the strategies that I'm about to share with you over the last 30 years of creating professional content and brands that become competition and recession-proof.

How to Set Up a Pro Home Studio (+ equipment recommendations)

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6

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