



SUPERPOWER ACCELERATOR

THE 6 SECRETS OF HOW WE CONSISTENTLY CREATE MULTI-MILLION DOLLAR “CATEGORY OF ONE” RESULTS

Imagine a week from today you're living in a new world...

A “*Category of One World*”... where you are so unique and unequaled in your industry you have NO competition, and prospects approach you with their checkbooks in hand – saying, “I already know I want to work with you. How do we begin?”

The world knows “*YOU are so Valuable,*” and your “*OFFER is so compelling*” that:

- You can charge 5-10-25 times more than you're charging now,
- Industry Leaders, Influencers, and Ambassadors gladly recommend you to their tribes,
- You are recognized as being so unique & valuable - you can't be outsourced or replaced,
- No one can steal your product or service and make it their own
- You transform lives for your clients on multiple levels, and people love you for it
- You get to spend 99% of your time doing what you love, with people you love to work with.
- You're positioned so you never have to work with idiots, assholes, or fools again,
- Your life is fulfilling and fun again!

“Our Job Is To Make That Happen for YOU As Quickly As Possible!”

One of the hardest things for most people to wrap their heads around is how quickly we ACCELERATE our clients' progress and set them up for IMMEDIATE RESULTS.

The truth is... “We get more done in 48 hours than most can in 6-18 months because ***we implement and execute immediately.***”

BUT I've never told the public the Accelerators we use to make it happen.

The **6 Accelerators** I'm going to share with you make a lot more sense inside an actual story, so let's look at the “Before and After” of Justin Donald's situation.

- **Justin/Before:** When we first met Justin, he was the “passive income genius” no one knew about. He was invisible to the world - no website, no email list, no social media, and no products or services to sell.
- **Justin/6 days after we worked together:** Justin had his new accelerator **mindset, market, and messaging** right - resulting in 2 new clients paying him \$250,000 each for personal consulting— ***that's \$500,000 in a Week!*** And Justin had an exact plan to move ahead, he knew his model for making money and the most effective media to use to attract his perfect client.
- **Justin / 3 months after we worked together:** Justin's new accelerator mindset made things happen fast. Within months he had his income model in place with a new website selling \$500-\$5,000 trainings and \$50,000-\$250,000 masterminds.

At the same time the **media plan we designed and executed for him took off resulting in:**

- ... his #1 bestselling book “The Lifestyle Investor,”
- ... a top of the charts podcast giving him a platform to reach any person or Guru he wants to talk to, and
- ... articles in Forbes and Entrepreneur that called him the “New Warren Buffet of Lifestyle Investing.”

“Deciding to work with Mike and his team accelerated everything. Mike is a Super Power Accelerator.”

- JUSTIN DONALD

“BreakThrough Vision... Is the ability to See the Invisible, and Make What Seemed Impossible Today, An Economic Reality - By The End of The Week!”

- MIKE KOENIGS, FOUNDER, SUPERPOWER ACCELERATOR

SECRET 1 YOUR ACCELERATOR MINDSET

- When it comes to an accelerator mindset it's not about success, you're already successful, It's something much deeper. 99% of the time our clients feel "something is missing," and have come to the realization that the things they've pushed for and already created – aren't going to get them to the next level they're looking for.
- The questions you and I will have to answer are all about "*YOUR NEXT LEVEL.*" Where do you want to go, what adventure do you want to explore, who do you want to transform – in this next journey in your life, and are you ready to have it happen, *NOW?*
- Until we "sync up" what's going on in both your heart and your head, nothing accelerates and in most cases, nothing happens! (I spent over \$1,000,000 learning how to take my life to the next level – and I'm going to share the very best with you.)

SECRET 2 YOUR TOP 2% MARKET

- Imagine the top three most amazing customers or clients you've ever had, the ones you genuinely love to get great results for...
- They never complain, they value quality over price and are willing to pay you whatever you charge. They represent your top 2%. Imagine *ONLY* working with people like this, whether you need 10, 100, 1000, or a million of them - that's your new target.
- To find them we have to deeply analyze their beliefs, what influences and motivates them, and what makes them buy.
- Getting clear on finding your perfect client is critical for immediate results.

SECRET 3 YOUR ACCELERATOR MODEL (THIS IS HOW YOU MAKE MONEY)

- Everything here is designed around your "ideal client."
- We look at all your products and services. We interview your existing clients to understand what they believe they're buying and why. (What's the transformation?)
- Then we craft higher-priced bigger-ticket-offers to fit their ideal transformation.
- We invent new ways to generate recurring revenue.
- Then, we turn your Intellectual Property into products to give you a multiplier effect.

SECRET 4 ACCELERATOR MESSAGING (IT'S NOT A SLOGAN - IT'S A HERO'S STORY)

- This is all about selling the transformation your ideal customer gets, not a transaction.
- We find the fewest number of words your ideal prospect needs to hear to; grab their attention, build trust, credibility, and influence them so they raise their hand and say; “You understand me. I’ve been looking for someone just like you. How do we start working together?”
- It’s all about crafting a message that makes your prospects feel like a Hero, transformed by your products or services with you or your brand as their guide.

SECRET 5 ACCELERATOR MEDIA

- We have to get into your “perfect customer’s mind” to understand what type of media they trust and use the most? Putting the right message in the right “position of trust” will elevate you and your product’s perceived value.
- We have to know... do they prefer videos on social media? Listening to audiobooks or podcasts? TV or radio? Reading hardcover, paperback or Kindle books? Magazines or blogs? Live or online events? Will they respond to direct mail or email?
- Then we decide the perfect place to have your media live, to reach the maximum number of your perfect clients.

SECRET 6 ACCELERATOR MULTIPLIERS

We have a library of 25 of these in our Exclusive Multiplier Toolkit

- In Justin’s case, we used the “Ambassador Method, or whose your Oprah?”
- This method answers the question “Who would be your perfect INFLUENCER, ADVOCATE, or AMBASSADOR who could connect you with large audiences or affinity groups of your perfect fit client? Who already owns relationships with them?”
- What Message or Story – would convince them to put their reputation on the line to refer or collaborate with you?