



THE SHORTCUT SERIES

# Punch The Elephant

HOW TO **SELL ANYTHING TO  
ANYONE** AND OVERCOME  
ANY OBJECTION... EVEN IF  
YOU'RE BAD AT SALES

**MIKE KOENIGS**

A Superpower Accelerator Book

## Praise for *Punch the Elephant* and Mike Koenigs

**“Your brain is on fire. You are an arsonist of the mind! In all the best ways.”**

*– Peter Diamandis, Founder & Executive Chairman of the XPRIZE Foundation and Executive Founder and Director of Singularity University*

**“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, Bestselling Author, Speaker, Coach and Philanthropist*

**“Mike is one of the world’s top closers. If you follow what he says, your sales numbers will only go up.”**

*– Craig Clemens, Co-Founder of Golden Hippo*

**“Totally energizing, unpredictably clever, and ‘same day’ productive. Mike’s a hoot to work with. Totally energizing, unpredictably clever, and “same day” productive. He was already exploring and map-making the explosive combination of technology x marketing before most of today’s players were out of kindergarten. So, there’s 50 tons of hard-earned business muscle here — taking advantage of smart-fast-easy exponential shortcuts. What Mike’s got himself here is a great new “experience economy” transformer.”**

*– Dan Sullivan, Founder & President, Strategic Coach, Bestselling Author, Speaker, Coach*

**“One question or one problem scenario 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 process that is now generating \$250,000 a week. Mike Koenigs is a brilliant marketing muse who can make you money!”

*– Darren Hardy, Founding Publisher/Editor SUCCESS magazine and Mentor to CEOs and High-Performance Achievers*

**“Mike has an uncanny ability to share tactical and practical steps which are not plain vanilla—**meaning—they are unique, out-of-the-box, and wildly effective. Plus, he lives what he teaches which is the #1 thing you look for in a world where far too many “thought-leaders” are telling you what to do - but NOT doing it themselves!”

*– Jared Yellin, Founder of Project 10K*

**“Is Mike Koenigs for real?** This is a must-read for anyone considering creating a personal brand, new business, or even just looking for some inspiration and direction in their life. I have seen his results first hand with other clients of mine like Justin Donald and his reinvention with Lifestyle Investor.”

*– John Ruhlin, Author of Giftology and Partner at The Ruhlin Group*

**“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’s lives.”

*– JJ Virgin, 4x NYTimes Bestselling Author, 3x Inc 5000 Founder, CEO, Podcaster, Speaker, Celebrity Nutrition Expert, Fitness Hall of Famer*

**“Mike Koenigs is a total badass.** He’s a trusted advisor and an early-stage investor in Bulletproof who I rely on for cutting-edge marketing and business advice.”

*– Dave Asprey, Founder of Bulletproof Coffee*

**“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.”

*– Joe Polish, Founder, Genius Network and Piranha Marketing,  
Co-Founder of 10XTalk and I Love Marketing*

**“Mike has the most amazing gift** in finding the right people, the right team, creating the most amazing collaboration.”

*– Charlie Epstein, Founder of Yield of Dreams*

**“There are those who lead and those who follow and then there are trend creators.** Mike is a true leader who uses his creative genius and relentless pursuit of new frontiers and technologies to change the landscape of what is possible and usable in today’s crazy, ever-changing business landscape.”

*– John Assaraf, NY Times Bestselling Author, CEO NeuroGym.com*

**“Mike Koenigs is a master innovator** that is always on the cutting-edge of marketing and the business world. He has helped me and so many of my clients stand out from the crowd in the most ingenious ways. If you’re looking to get visible in the fast-paced world of marketing, Mike is your guy!”

*– Allison Maslan, Pinnacle Global Network, CEO*

**“We’ve been following Mike Koenigs for YEARS, and can really say that he’s one of the most knowledgeable marketers in the world. He provides real value in his books, courses, and programs, and he genuinely wants to help YOU. If you’re looking to take your marketing game to the next level, CALL MIKE TODAY.”**

*– Jim and Jamie Sheils, Owner and Founders of 18 Summers,  
Bestselling Authors*

**“So many great ideas that can be implemented right away! Of the many people with whom I’ve worked and had the privilege of rubbing shoulders with, I’ve met few as authentic and brilliant as Mike Koenigs. Now, after reading his new book I feel like I just got another million-dollar idea that costs me nothing to implement in my own business from him. Thank you, Mike, for sharing these secrets.”**

*– Justin Donald, #1 National Bestselling Author and Founder of  
The Lifestyle Investor, Host of The Lifestyle Investor Podcast*

**“Mike’s ‘Punch the Elephant’ is the perfect recipe for winning in sales, inspiring a gutsy technique of confronting buyer objections without flinching. His groundbreaking ‘teach while you sell’ approach turns everyday salespeople into exceptional closers. It’s not just a book; it’s a magical potion that reshapes your sales approach and fast-tracks your path to success. Do yourself a favor and pick up a copy right away.”**

*– Bryan Howard, Founder and CEO of Mercury Performance Group*

**“Mike Koenigs is a virtuoso connector, communicator and collaborator. He cares about his colleagues and fellow entrepreneurs at the highest level. He gives to the people who get it. Grateful for his words of wisdom in another terrific book that will transform readers and their visions to change the world.”**

*– Justin Breen, Founder/CEO of BrEpic Communications*

**“Mike takes what your biggest gifts and the biggest value you could bring to clients or to a business or a marketplace and shows you how to package it into a highly efficient and highly valuable product.”**

*– Michael Chu, Owner and Founder of Champion Development*

**“I learned how I could increase the knowledge that I provide my audience and increase the value of my programs.** Mike also showed me how I can streamline a lot of the processes that we do internally so we could speed things up and make things better for our clients. But, probably the biggest thing too is that if you can communicate a message that’s really powerful, now I can help so many more people because of the skills that Mike and his team have brought to me.”

*– Regan Archibald, Bestselling Author and Owner and  
Founder of East West Health*

**“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!

*– Brian Tracy, Bestselling Author, Speaker*

**“I’ve been trying for years to create this kind of content.** I’ve paid a lot of money to others to try to get to this level. No one has ever taken me by the hand and sat my ass in a chair and said you’re not going to leave here until we have this, this and this. Crazy thing about is, I didn’t even realize that is what we were doing. I felt like we were just kind of pals having a conversation. But it was all happening in real time, in from of me. Mike has an innate ability to sit down and hammer things out. Plus he has a deep understanding of my business, and his ability to communicate, both empathy and sympathy, knowing the value of our message is unmatched.”

*– Steve Marler, Founder Advanced Longevity & Advanced Body Scan*

**“Thank you for helping transform my business and my life.** I have time to spend time with my dog, my mind is calm, because I finally got my arms around my market audience, my business model, my sales and marketing funnel built and I know how to get it out to my customers.”

*– Gary Kadi, Owner and Founder of Next Level Practice  
and Bestselling Author*

**“He can solve nearly any business problem.** 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 Lowan, American Dance Teacher, Studio Owner and  
Author of One Small Yes*

**“You will never find anyone more committed, or more knowledgeable.** I’ve had the privilege of working with Mike Koenigs for years. You will never find anyone more committed, or more knowledgeable, also willing to share his expertise like he does. You will be so lucky if you get to work with him. He inspires people, he shares knowledge, he makes connections, but more than anything, he shares himself and that is what matters the most.”

*– Lee Richter, Entrepreneur, Author, and Consultant*

**“Sizzle can increase the value of a BUSINESS by 2x-3x** to a buyer and 3x-10x the value of an offer. Dollar for dollar, adding sizzle is THE highest ROI investment you can make.”

*– Joey Osborne, Founder of Sell My Business & Mosquito Authority*







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The  
Elephant**



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**MIKE KOENIGS**

A Superpower Accelerator Book

## **Punch the Elephant**

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# 3-Day Superpower Accelerator Workshop

**READY  
FOR MORE  
FREEDOM?  
PURPOSE?  
INCOME?**

Reinvent your business  
and your life... **FAST**  
with Mike Koenigs'  
Superpower Accelerator  
Workshop.

**LET'S MAKE YOUR  
NEXT ACT YOUR  
BEST ACT.**



**SUPERPOWER  
ACCELERATOR**

**[MikeKoenigs.com/Go](http://MikeKoenigs.com/Go)**





# HOW YOU CAN USE THIS BOOK

All books in our Superpower Accelerator series have been especially designed and written so you can interact with the content in a variety of ways. Whether you just want a quick graphical overview, a deep dive, or the ability to share the contents with a team member or colleague, we've got you covered.

<b>TEXT</b> 1-1/2 Hours	Don't let the brevity of this book fool you; it includes life- and business-changing content, distilled to the most important points so you can read it in one sitting.
<b>GRAPHICS AND ILLUSTRATIONS</b> 20 Minutes	The professionally-designed graphics will hit the main points of the text, serving as a great overview or reminder.
<b>AUDIO</b> Two Hours	Download the audio at <a href="https://Sales.MikeKoenigs.com">Sales.MikeKoenigs.com</a> and get the complete text AND exclusive commentary and additional insight.
<b>VIDEO</b> 30 Minutes	The supplemental video content will deepen your understanding with additional insights and interviews from the author.



# INTRODUCTION

# TABLE RUSH

I'll be honest: Selling one-on-one scared the hell out of me for a long time.

The thought of talking to a stranger on the phone and convincing them to buy something from me, a nobody, was terrifying. The idea of following up multiple times to “get closer to a close” sounded as attractive as a colonoscopy without anesthesia. That is, until I had a massive breakthrough that changed my life.

I'll explain that in a moment...

The following is an edited summary of a “typical” call for me. As I'm writing this, just yesterday, I enrolled three people

into my premium \$150,000 offer in a single conversation that lasted a total of an hour each. I'm not saying this to impress you, but to *impress upon you* that I've created a SYSTEM that can be used by anyone, in any business to close five-, six- and even seven-figure deals, in one conversation, and with someone you've never spoken with before.

BY THE WAY...

I know what you're probably thinking right now:

*"Yeah, that's fine, Mike. You've got credibility and thought leadership. You have a lot of experience. You're a known author/expert/authority/thought leader and podcaster. This is all easy for you to say."*

But I want you to know that you don't need ANY of that, if you've got the system.

Case in point: A couple of years ago, I trained my salesperson, Aaron, on the exact system I used, and that I'm going to share with you. He had approximately three hours of instruction from me, and I had him review previous sales calls and scripts (many of which I'm including in this book).

Using my system step-by-step (and I mean, following it to a "T"), 48 hours later, he closed his first deal for \$75,000 to a total stranger.

No credibility. No existing rapport. No expertise/authority/thought leadership. Just the system — and he had a one-call close. The investment was wire-transferred in 48 hours for the full amount.

Since then, he's closed a sizable amount of business — well over \$1 million in sales — with very little of my involvement.

And you can do this, too.

## Mike's Soapbox: The Litmus Test for Trust

If you had the chance to learn directly from one of Harvard Business School's top professors or an in-the-trenches salesperson with 20 years of success (but no fancy college degree), who would you choose?

I'd take the person with their sleeves rolled up and a track record of closing any day.

In fact, I wouldn't trust a tenured professor or their theories if they're not out in the wild practicing them day in and day out. Just like I wouldn't trust anyone else's system unless I knew you could train a relative newbie and have them get results in less than a week. That's one of my acid tests for any sales process and system (most of which I think are crap, which I'll get into more in a bit).

If it's not a system that can be applied and replicated in any business, I don't care how many initials are behind someone's name. Demand to see results. If they can't show you recent results, they're not worth your time or money.

Let me tell you another story — this one is a one-to-many sales situation. I share it because the Holy Grail of sales is when you're able to walk into a room where people in the audience don't know who you are, and most have never heard of you before. You are really fresh, and you need to win their attention

and their trust, you need to build rapport, and then you need to close them in an hour or less.

## **My First Time**

Once upon a time, I was a little kid growing up in Minnesota. We lived in a tiny town, so when the State Fair opened, we'd go and it was a huge deal. What captured my attention even then was the carnival barkers — who would sell in front of the crowd. “It slices, it dices,” the whole spiel. It was like Ronco with Ron Popeil but live, with a group of people crowded around him, handing over their hard-earned dollars. I would think, “This guy must have some magical powers. What if I could learn that, too?”

Years later, after I sold my marketing agency, I started studying online marketing people, and I began following a guy named Mark Joyner. He put together a package he called his “Retire from Internet Marketing” package. He had just slapped together a bunch of information products, and he sold 1,000 of them for \$1,000 each.

It hit me: 1,000 sales at \$1,000 each is ONE MILLION DOLLARS.

Seeing this internet marketer sell \$1 million worth of info products online with nothing more than a sales page hit me like a two-by-four upside the head. I said to myself, “That guy made a million dollars in a week. I’m going to figure out how that’s done.”

So I had the idea of adapting the Ron Popeil/carney barkers approach. I studied what they did in order to determine the magical words they said that put a spell on someone and got them to run to a table and buy something, no matter how much it costs.

Fast-forward to my first internet marketing event. It was three days of the same pattern. Basically, someone got on stage, talked for an hour and a half, and people — including me — ran to the back of the room to buy their stuff. I said, “I have got to figure out how to do this.”

The questions were: What am I going to teach? What am I going to create? What am I going to sell?

The answer: “The Internet Infomercial Toolkit.” I priced it at \$997. We started selling it with teleseminars and online infomercials. We got other people to market and promote it. It sold from a sales page with a video that was nothing more than me on camera opening up the box and showing you all the CDs, all the DVDs, and the manuals. This was back in the day when the “thud factor” — a big box of stuff delivered on your doorstep with a “thud” — sold.

My partner at the time taught me how to sell with teleseminars, and joint ventures and affiliate marketing got me my first speaking gig.

I got on stage and had 75 minutes to teach. I had a rudimentary PowerPoint and my big box of stuff. I then did what I continue to do until this day: I always transparently sell.

I say upfront, “I am going to teach you the secrets of how infomercials work. I’m going to give you the magical formula that makes this work so effectively. I’m going to show you



software that my partner and I created that will write an infomercial for you, so you don't have to do anything. You literally type in your product, fill in a few details, push a button, and out pops a script. I even give you a teleprompter. You read it to a camera."

I told them, "I am going to teach you how to make an infomercial and how to sell a crowd of people, whether it's one person in front of their computer watching online, or a live crowd of people like we are right now. I'm going to make this real, and I'm actually going to sell you something."

I deconstructed the whole thing. I deconstructed how Joe Sugarman sold a billion dollars worth of Blublocker sunglasses. I told them how Ron Popeil structures his infomercials. I shared screenshots.

Then I showed them how the software worked, and right on stage I demonstrated myself doing all this. And the product I used as an example was, of course, the Infomercial Toolkit. Then I read the script to them and went through all the stuff in the box that they'd get... scripts of billion-dollar infomercials... the script software... a teleprompter... an editing program... you name it, I included it all, for only \$997!

Suffice it to say, we had a table rush. Half the room bought my product, and there were people in the audience whose minds were blown. We sold a ton of product, but then we had to split our sales a bunch of ways before taking our cut (which I split with my partner, and from which we had to pay for our travel, hotel, food, etc.). Once all was said and done, I netted about 15 percent.

But I was hooked at that moment. Not only did I win the respect of the people in the room, there were other event producers in the room who walked up to me and said, “I want you to speak at my event.” I had a unique product. I had a unique style — which was to transparently teach you to do what I’m doing.

That’s what launched my career in doing platform sales.

But even though I was doing great from the stage, I was still terrified of selling one-to-one. I avoided it. I was afraid to talk to one person at a time.

Selling that product from the stage is what I replicated with numerous multimillion dollar launches. I spent years studying human psychology, motivation, business, and language, and I’d cracked the code on a sure-fire way to get people to not just buy from me, but *want* to buy from me (there’s a big difference!). I had designed a process that was so straightforward and so simple, I could pretty much guarantee that it would outperform any other “system,” “process,” or “secret” being touted by the so-called sales gurus and experts (we’ll talk more about them in Chapter 1).

And I didn’t manipulate them or hide my intent.

In fact, I told them what I was doing every step of the way. I even said, “I’m going to be completely transparent. I’m going to explain to you what’s going on inside your head as I talk. I’ll tell you exactly why you’ll want to buy from me. And you’re still going to want to give me your credit card before I even finish talking.”

And that’s exactly what happened that day.

Now, I'm not especially gifted with an impressive demeanor or imposing physique. Some people like me, others, not so much. I didn't go to college, and I almost didn't graduate from high school. I come from a lower-middle-class family in a small, boring-ass town of 736 people in Nowhere, Minnesota. My wife thinks I'm hot, but I'm not someone you'd pick out of a crowd and say, "I can't wait to meet that guy." I've bought and sold companies, and made some good money, but I'd never say I was a born salesman. In fact, I spent a lot of time trying to avoid sales (more on that in Chapter 1, too.)

I tell you all that not for false humility or to try to make you think, "Aww, poor Mikey." I tell you because I want you to know with complete confidence that anything I share in this book is something you can do, too. In fact, the Superpower Accelerator Lightning Close I'm going to share with you is so damn simple that you'd have to be a drooling dunce to get it wrong. I've taught this to thousands of people in hundreds of different industries, and it's worked for everyone. One client closed a deal worth \$35 million within days of learning this method.

It is so powerful that it has become a key component of my 1:1 Superpower Accelerator workshops when I bring high-level business owners and entrepreneurs to my condo on the beach in La Jolla for a three-day reinvention process. Once we turn your creative vision into a product and promotion in just three days, you'll have a complete blueprint for the next act of your life.

Whether you're in B2B, B2C, high-ticket sales, tech, physical products, services, or some other permutation, when I share it with you, it'll work for you, too. One of the biggest "Elephants in the Room" is always, "yeah, but my business is different." That's total BS. Every business is the same. Sell stuff to customers. Period.

I've distilled business success into six key Growth Accelerators that apply no matter your industry, your product or service, your shoe size, age, country of origin, or preferred chewing gum brand. Those Growth Accelerators are:

1. **Mindset** — Your non-negotiable beliefs and core values that drive you and your business.
2. **Market** — Who do you want to be a hero to?
3. **Model** — How do you make money?
4. **Message** — How do you connect with your ideal prospects so that they instantly know who you are, why they should trust you and care about your products and services, and what you are going to do for them?
5. **Media** — What type of media do your ideal prospects trust and use the most?
6. **Multipliers** — What strategies and tactics best leverage the first five Growth Accelerators?

EVERY business must deal with these factors, period.

## A Note on the Superpower Accelerator (SPA) Process

Throughout this book, I'll refer to my Superpower Accelerator process. I've identified and used this proprietary process to help thousands of business owners and founders experience exponential growth and personal and business transformation by creating their Category of One brand. For the Superpower Accelerator Lightning Close to work as intended, I'm assuming that you already have worked through the 6 Growth Accelerators that make up the SPA process.

Want to know more? You're in luck because I've written a whole book on it: *Your Next Act: The 6 Growth Accelerators for Creating a Business You'll Love for the Rest of Your Life*. View at [www.MikeKoenigs.com/NextAct](http://www.MikeKoenigs.com/NextAct)

Still think your business is “special?” We'll talk more about that in Chapter 7.

You don't need a certificate in Neuro Linguistic Programming (NLP), decades in front of customers, or smarmy techniques. The Superpower Accelerator Sales Process is a straightforward, ethical, and simple method to show your qualified prospects exactly why they need you and your offer. It's really that clear.

You're probably wondering what I did that made that sales presentation — and essentially every sales conversation I've had since then — so successful.

**Here's what I did: I punched the elephant, right in its big, fat, leathery schnozz.**

“Punching the elephant” means knowing ahead of time what people's main objections are going to be, and then addressing them head-on with great storytelling, banishing them as if they never existed in the first place. And doing that immediately through relatable, values-compatible stories and messages to your buying audience.

In the case of the Internet Infomercial Toolkit, I knew what the objections were going to be:

- “I don't know what to say.”
- “I can't write a script.”
- “I can't remember all that.”
- “I hate doing videos.”
- “I hate the way I look on video.”
- “I hate the way my voice sounds.”
- “I don't want people to think I'm salesy, pushy, or manipulative.”

And on and on. I presented them with resources, tools, and stories that included a plug-and-play, step-by-step, script writer with a teleprompter, and instructions on easily becoming comfortable on-camera.

So punching the elephant is knowing what people's objections are going to be and building in a bonus or a tool or a resource that overcomes that objection, before they even mention their objections. To become a ninja at elephant-punching, you need to know exactly what elephants are in the room and knock them all out before any of them has a chance to make a move. They don't even see it coming.

In the following chapters, I'm going to show you exactly how to identify what YOUR "elephants" are and how to take them out before they even wave their trunks at you.

Let's do this.

Mike



P.S. Some people might find my direct and blunt approach to be a bit triggering. If that's you, good. I polarize and use hyperbole to make a point and teach faster. If something I say sets you off, take the opportunity to ask yourself why. Maybe it's you. Maybe it's me. You won't know unless you ask. I'm purposely creating polarity — and as I walk you through the system, you'll understand why I use it as a means to frame our rules of engagement.

Ultimately, it increases the speed of building trust, rapport, engagement, and the "close" (which by the way, I prefer to call "enrollment." I don't want to be "closed." It makes me feel like a piece of meat).

## CH. 1

# PUNCH THE ELEPHANT

**T**ruth: Virtually every sales course, book, and system sucks. At least the ones I've gone through.

How do I know? Because as a country we spend over \$70 billion a year on sales training every year <sup>1</sup> — and still I've never met someone whose sales skills couldn't be improved or a company whose sales cycle couldn't be drastically shortened. If you think I'm wrong, ask yourself how many

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<sup>1</sup> Becker, J. (2022, November 9). *Sales training: How much does it cost?* IMPACT Inbound Marketing Agency. Retrieved December 10, 2022, from <https://www.impactplus.com/blog/sales-training-cost-price>



truly excellent buying experiences have you had in the past six months — I bet you’ll struggle to recall even one if you’re lucky.

Sales systems fail for three main reasons:

1. **They’re too complicated.** If it takes more than 20 minutes to explain the process, it’s never going to work. Under pressure, when you’re in front of a potential customer, you (or your sales team) aren’t going to remember the 50 step flowchart or the 12-part objection buster. There are too many moving parts. The reason people design junk like this is so they can sell their books, consulting, and courses. I’m a big believer in what I call “small container, short tail” experiences. What I mean is, we get it done, we get it done fast, and we get it done with no sticky homework.

### No Homework! The Small Container, Short Tail Principle

*No homework.* That’s one major thing I promise my clients.

Like most entrepreneurs, I’m what’s called a “Quick Start” — 3194, according to the Kolbe Assessment (I’ll talk more about that later). Quick Starts get going fast, and we despise follow-up and niggly little details. That means homework makes us irritated.

Homework is the reason why many people, even at the highest levels, don't make progress and get things done. Instead of fighting this reality, I work with it and apply this principle to everything I do. I never make anyone do homework.

Instead, I've found a way to make visionaries incredibly productive. To get the most from everyone, I make it fun. I make it fast. And we do it together.

People who are creative, visionary entrepreneurs love to collaborate. They're great at answering questions and great at having a dialogue. So I turn the dialogue into *getting stuff done*.

In fact, it is the entire premise of my Superpower Accelerator workshop. You show up and we spend three days together. We've got a proven system that we follow. You answer a bunch of questions. We roleplay. At the end of that process, out pops a book. Out pops sales videos. Out pops all the content you need... Your media kit, new offers, new products, all done for you all in three days, *with no homework!* That's what I mean by "small container, short tail."

If you're a business owner, founder, or entrepreneur looking to live a different version of your life, the Superpower Accelerator vision days might be what you need. Find more information at [www.MikeKoenigs.com/Go](http://www.MikeKoenigs.com/Go)

2. **They're theoretical rather than practical.** A lot of the sales systems and books and courses out there have been created by people who sit around and think about sales, rather than actually sell things to real people whose responses aren't scripted.

I have a rule: "Never trust a tenured professor. They haven't done anything real in 20 years." I mean it. Don't take financial advice from someone with a lower net worth than you, and don't listen to sales trainers who aren't closing big deals every day.

People aren't cardboard cutouts or actors following a script. She's pissed off because her cat barfed in her shoe this morning. He's distracted because his kid just flunked a calculus test. Few sales processes take the unpredictability of human nature into account. As a result, you're left high and dry when your prospects don't react like you expect them to. It's easy to think the problem is you instead of the extensive "sales system" you spent weeks trying to master.

3. **They don't work unless you're already good at sales.** This one is particularly insidious. There are people out there who truly are "born" salespeople. They're so charismatic and attractive that people simply want to buy from them, whether it's a timeshare in Palm Springs, an enterprise software system, or a used Buick. Because they're so talented, others often ask them how they do

what they do, somehow believing it's the process rather than the personality that makes all the difference.

Unfortunately, when these gifted folks try to teach others what comes to them naturally, there's a huge gap. Again, you're left feeling like you're the problem, when in actuality it's their inability to deconstruct what comes to them naturally.

As a result, we have a crisis of experienced, effective salespeople in this country... and I used to be one of them.

In fact, not too long before that momentous moment on the stage I told you about in the introduction, you would have found me doing just about anything to avoid getting in front of a real live customer. I was terrified to do one-on-one sales conversations. In fact, I became a direct response marketer because the thought of selling over the phone — memorizing a script, knowing what to say, handling objections — scared the hell out of me. My weak, shallow baby ego couldn't take the rejection or uncertainty of not knowing what to do or say under pressure or rejection.

So like a blind man learning to read braille to overcome his limitations, I studied with the very best direct response marketers in the world, like Dan Kennedy and Joe Sugarman. They mentored me. I figured out how to adapt the television infomercial to work online. I befriended top copywriters, speakers, and direct response and online marketers including Frank Kern, John Carlton, David Deutsche, Clayton Makepeace, Jeff Walker, Brendon Burchard, Mike Filsaime, Russell Brunson,

Yanik Silver, Brian Tracy, Darren Hardy, and dozens more. We became close friends. We traveled together. We spoke at each other's events. We shared our results in real-time. And for those gurus I paid, I studied with the best and modeled them so I could avoid having sales conversations. I was afraid of rejection, and I wasn't willing to put myself through the torture of being bad at sales before I became competent.

Finally, though, I faced my fears, and once I dove into it, I learned that human psychology is pretty simple. What I discovered is that the best way to teach people how to do something is to actually sell them something.

That's what I did when I got that first table rush. I showed them step by step how to sell, and as a result, they wanted to buy. I did what I call "punching the elephant in the room."

When it comes to sales, no one wants to address the elephant — the big objection. The thing every prospect sees but won't talk about because it's uncomfortable. The salesperson walks away, not knowing why they didn't close.

The elephant is the biggest objection someone has to buying your product or service. And you **HAVE** to know those objections **ahead of time**. You must be already armed with this knowledge. You must build in answers to those objections ahead of time. They're going to be impressed with that knowledge and that certainty. This is where you get those, "You're reading my mind" moments. You not only know what elephants are in the room, you know how big they are and exactly how to take them out.

When you punch the elephant, you walk into the room (or onto the stage) and knock the f@#\$% out without hesitation.

When you do that as a salesperson, you get instant respect because you aren't afraid to deal with the hard things right away.

When it comes to sales, the elephant is usually “*Will this thing actually work for me or my business?*”

The single most powerful way you can address that objection is by *teaching* your prospect while showing them you know what it's like to live in their world and deal with their life. That's what I did on the stage in front of a somewhat hostile crowd, and in doing so I punched the elephant in the nose and turned skeptics into buyers. (Sidenote: I'd prefer to say “kick the elephant in the nuts”, but I wasn't sure that was going to sell books or attract the female buyer!)

We're going to do the exact same thing in this book. It's what I call “meta-meta.” I'll teach sales by selling, and if I'm any good at what I do, in learning, you're going to want to buy from me.



## CH. 2

# MAKING THE SHIFT

**T**here's an old saying that we teach what we most need to learn.

That's mostly BS.

I learn what I need to learn, then I revise it and perfect it and tweak it. I experiment, iterate, I shake it up, I turn it inside out. I cut pieces apart, stitch them back together to make the process as simple and idiot-proof as possible... and then I teach it.

Teaching DOES force you to practice what you preach and perform if you do it right.



## Learning from The Rocket Man

Elon Musk, the ultimate rocket man, believes that the best way to learn is by blowing things up - specifically, a lot of rockets. And he's definitely not shy about it. But this fearless approach has paid off, as he has shaken up the world of rocketry and space exploration, with his sights set on conquering Mars.

Musk has also completely disrupted the automotive industry, creating the most profitable car company in history and surpassing industry giants who have been around for over a century. His willingness to test, iterate, and experiment until he achieves perfection has made him a force to be reckoned with.

In fact, Musk is on track to becoming the first trillion dollar personal brand - a true testament to his entrepreneurial spirit and innovative mindset. So, if you're looking for inspiration to take risks, fail, and keep going until you become a great salesperson, take some lessons from Elon!

People don't want theory. It's useless. They don't want someone who learned how to sell in 1985 teaching them about what motivates buyers in today's market. That's why I won't teach anything I haven't worked on and perfected myself.

And that's why I never taught sales until I figured it out for myself and was able to consistently get predictable

results — first for myself, and with my team after I taught the system to them. When I trained my internal sales team, Aaron, my lead salesperson, closed his first \$75,000 deal the next day. As I write this, just yesterday, he closed two people for \$150,000 each.

It was about five years ago that I realized my life was f'd up. I had outgrown who I was, what I did, why I did it, and who I did it for. I didn't like half of my employees. My team was stagnating. They weren't growing or learning or improving their skills. They weren't productive. And when I looked at all this, I realized I hated the business I'd built for myself and I needed to change.

A reinvention was in order, one that capitalized on what I loved (starting and launching businesses) and eliminated what I hated (running them). At my age, I didn't want to improve my deficiencies or shore up my weaknesses. I wanted to have a simpler business that was compatible with the lifestyle I wanted. I dreamed of a way I could fire most of my team, sell larger-ticket products to fewer people who I loved working with, and own part of the businesses that I helped create.

But to make this vision become a reality, there was a deeply held belief, a fear that was robbing me of wealth and income. Based on what I've told you so far, maybe you already know what it was: Sales.

I did everything I could to avoid sales conversations, and as a result I had been held hostage for years by phone sales people. I'll be honest, I've always hated these guys with their scummy sales techniques. I refused to talk like them or act like them or be like them, but I wasn't clear on another way to sell

one-to-one. But this sales thing was the one boulder standing in the way of where I was and where I wanted to be. I resolved to figure it out.

That's when I dove in head-first. I studied everything I could. I deconstructed what made me personally want to buy. And I created a very simple structure that anyone can remember and use. It's based on basic psychological traits that all humans share, like the fear of being banished from your tribe, or the desire to be understood. When you put them all together, you've got a bulletproof sales system, one that meets prospects exactly where they are, anticipates their thoughts and objections, and removes those barriers before they even know they exist.

### **#NSFW But True: Get Paid, Get Laid, Live Forever**

Humans are not complicated beings. We purchase for three main reasons. We want to get paid (make more money), get laid (increase our status, authority, positioning, brand, or thought leadership), or live forever (improve our lifestyle, lifespan, or healthspan).

The sooner you can connect your promise to one of these three drivers (or, ideally, all three!) the sooner you'll increase your close rate. Live in the head and in the world of your prospect.

THE HOLY TRIFECTA is a combination of the three!

That, in a nutshell, is the Superpower Accelerator Lightning Close. Here's just a handful of results my clients have achieved using this method:

- Regan Archibald, an expert in regenerative health and longevity, generated an additional \$200,000 in sales before we even had his Superpower Accelerator workshop... we'd just completed his onboarding and adjusted his messaging!
- Connie Wittich reframed and repositioned her services and utilized this approach to increase her sales by over \$4,500,000 over the calendar year — a 2x increase in revenue.
- I worked with Chuck Boyce to create Aggregate, a predictive search company, and he closed a \$35 million deal within days of his Superpower Accelerator workshop. He's on a run rate to do \$100 million or more year one.
- Justin Donald closed two \$250,000 deals just one week after his business reinvention.
- Michael Chu closed \$880,000 in a day and would end up with \$1.2 million by the end of the week.

I've taught this system to dozens of clients in less than two hours, many of whom were not great at selling and closing deals. And in 24 hours, they're closing five- and six-figure deals one-on-one, on webinars and stages.

Everything I create with our clients — collateral, pitch, presentation, articles, videos, and more — is designed specifically

to support sales conversations with and overcome objections of your perfect-fit customers. We know what their mindset is, we know what their pain points and desired outcomes are, and we can seamlessly enter into that conversation.

Underline, highlight, or star this, or get it tattooed on your forearm:

**The faster you produce results in the mind of your client even before you sell anything, the faster you sell them hope that their life will be better because of what your product or service can do for them, the faster you'll close.**

That's why people were rushing the table in the back of the room when they didn't even know how to spell my name. That's why Regan Archibald was able to close almost a quarter of a million dollars in new business before we had our first coaching session. A few weeks later, he got on stage and closed \$200,000 in sales with an offer we created in a day. And that's why you're most likely itching to request more info on my Superpower Accelerator workshop. You're getting an inkling of what is possible for you, and you want more. (Sidenote: See that? It's a super-sneaky "pre-sale framing" sentence.)

But first, I want to show you the entire system laid out. Stick with me, it won't take long.

## CH. 3

# GOING META

I'm going to say it again: The best way to teach you how to do something is to sell something. That's why I'm going to walk you through this entire process step by step, revisiting each element in deeper detail in future chapters. I'll also include complete scripts and templates for you to model. My goal is to show you how I sell, while I'm selling to you. After all, if I can't do what I'm teaching, why should you listen? Your assignment is to take in what I'm saying on two levels: First, as someone who wants to learn to do what I do, and second as someone who is experiencing a sales conversation. This meta-meta will probably blow your mind, in a good way!

The first time I started selling "meta" and admitting it beforehand was at an event. At the time, I was promoting other people's products through JV or affiliate sales. My "bonus" to

people who purchased through my link was an invitation to an event, where I'd teach them how to create their own product and how to sell from stage. The promise was that I'd give them all the secrets that had helped me produce huge, multi-million-dollar launches.

At this event, there were about 200 people in the room, and none of them had bought anything from me before. I acknowledged that right away.

I got up in front of them and said, "I know you've never heard of me before, other than you bought a product from me and that's why you got this ticket. The first thing I'm going to do is show you how to create a product and how to sell it with video. I'm going to teach you how to sell from a stage, and I'm going to teach you something called the table rush. Now, full disclosure, right now, today, in front of you I'm going to create a product. The product is going to be how to sell stuff from the stage and how to persuade and influence people with video."

Then I continued, "I want to make this real for you. I want to prove to you that I know what I'm talking about, and that this stuff works. So I'm going to sell you a real product because if you don't see it happening for real, then it's all theoretical. It doesn't mean anything. After all, if you're going to learn something, make sure the person teaching you is doing something bigger and better than you've done. And then when I'm done, I'm even going to show you how to sell something for \$100,000. And I promise you — before I even tell you how much the investment is, some you are going to run to the back of the room and lay down your credit card, before you even know how much it costs."

Then I paused and asked them, “Do I have permission to demonstrate this and actually do it for real?” And of course, everyone said yes.

So I started setting up my gear. I brought my big branded bag on stage and pulled out a tripod, a camera, a microphone, and even a little light. Remember, this was back when your cell phone wasn’t a high-quality video camera and not everyone had a ring light set up at their home office, so this equipment wasn’t readily known and available. As I was setting up, everyone was asking, “What’s that? What kind of camera and microphone are you using? Where do I get that light?”

“Don’t worry,” I told people as I moved around the stage. “You’ll find out where you can get all this stuff by the end of the presentation.”

Once everything was set up, I kicked off my presentation, and I started showing them how to record, how to save it, how to store it — everything for making a video product. And every step of the way I would say, “Now, when I say such-and-such, you’re probably thinking XYZ and feeling 1-2-3.” I was literally punching elephants — addressing and eliminating their objections — most of the time before they even knew they *had* an objection. I was describing NLP by performing NLP and telling them how they felt. By doing this transparently, I made them feel like they were peeking behind the curtain, like they’re in on the secret. I went on like that, showing them every step.

And at the end, I said, “I’ve got 25 bags with all the equipment you see here, the camera, the microphone, the tripod, the light, the bag and this USB drive with my entire system already



on it so you can start making videos and a product starting tonight... and it's in the back of the room right now. I'll tell you what the investment is in a second. But if you want to be one of the first 25 so you get one of these bags, get back there now."

Within minutes — without even knowing how much the product was — we sold out, with a bunch of people still wanting to buy. So I offered, "Hey, I know some of you are disappointed because you didn't get one of the bags, so here's what I'm going to do. If you buy within 15 minutes after I finish, I'll send you a bag with all the equipment, on me. You won't have it while you're here, but you'll get one." And basically half of the room bought my product within the first two hours of a three-day event.

I didn't stop there. I continued to make offers, including an offer for someone to spend a day on my boat with me, planning out your product and promotion. I would make the product with them and do a full promotion to my entire audience, which at the time was a couple hundred thousand people. They also received an invitation to speak and sell on my stage at an upcoming event, and they would keep all the money. That was a six-figure investment, and four people bought it. That was the first time I knew of anyone selling a six-figure offer from stage. By the time all was said and done, I had had a million-dollar day.

Again, I'm not telling you all this to sound like I'm a big deal. I'm telling you because I believe you shouldn't take advice or guidance from anyone who hasn't done it themselves. Recently. And when you do what I did, you can do this too.

As I learned at that event, the best way to teach my sales process is to actually show it to you. It's a little wonky when it's typed out in book format, so I've included a general outline below, but I also have provided a video where you can watch me go through this in more detail. It is deceptively simple! There is a ton of nuance to what I'm doing. Watch it, read it, then watch it again. Take notes, then model and modify it for your business.

As you read, use your imagination. What would you say? What potential objections are your prospects known for? Pay attention to what's coming up for you, both as someone who's learning this process, and as someone who's responding to the information presented.

Remember, I'll break this down further in future chapters. This is just the high-level template so you can see how everything fits together.

And I'm a huge believer in practicing and performing with a check-writer. When I train my one-on-one clients, we're constantly role-playing and dialoguing. I sit them down in my studio on camera and pretend we're closing a deal with a real customer. I've reached a point where I can become my clients, taking on their mannerisms, speech patterns, and characteristics so they feel as though they're looking at a mirror.

Then I become their buying audience and simulate a sale. We record that video and transcribe it, and then I have the client sell me. Within an hour or so, they have an upgraded operating system — just like Neo when he downloaded “How to Do Kung Fu” in *The Matrix*.

## Seeing Is Believing

Want to see me present and perform a sales presentation?  
I've recorded one for my Superpower Accelerator  
Blueprint product. You can see it at:  
[www.MikeKoenigs.com/Blueprint](http://www.MikeKoenigs.com/Blueprint)

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I always hold sales conversations via video, never just by phone unless it's a last resort. My sales presentation is an important (almost critical) element of the process.

Why video? Because people multitask when they're on the phone. You can't look them in the eyes and take 100 percent of their attention. They're distracted and subject to disruption.

I have a simple requirement: If you're not willing to give me 100 percent of your attention before we begin our relationship, it'll just get worse when we're actually in one. You **MUST** control this element of the conversation. If you don't, you're screwed.

Imagine taking someone out on a first date and the entire time you're out, they're never fully engaged because they're distracted with their phone the whole time. If you're stupid enough to go out on a second date instead of walking away, you're a perfect candidate for the Darwin Awards.

I've walked away from people and deals if they call in from their car or are in a distracted environment. Walk away. Better yet, RUN. More on this soon.

### A Note on Video from Mike

*"But I hate video. I hate my voice."*

Blah blah, waah waah.

I'm at the point in my life and career that I have given up trying to convince anyone of anything. You either get it... or you don't. If you're not willing to get over whatever problem or limiting belief you have with video, this isn't a right fit.

During a sales conversation, it's critical to have the person's mind, eyes, and fingers. Over the phone, you're

multitasking, which means I have none of them. I won't do a sales conversation unless it's over video. Period. Do video. Or stop complaining about why your engagement and sales conversions produce poor results. Your choice.

**1. Reframing: What I do. (We call this “The Frame.”)**

*This value-driven statement allows the prospect to immediately understand the high-level value you create.*

“What I do is we create Your Next Act. We create a business you'll love for the rest of your life. Most founders and business owners are in one of three spots in their career. They've either recently sold their business and they want to create a business that they love and that's lifestyle-compatible, where they spend 99 percent of their time in their superpower and zone of genius and they are selling a higher-ticket offer and delivering a lot of value. You want more profit, simpler delivery, fewer moving parts.

The next one is that many founders and business owners have outgrown who they are, what they do, why they do it, and who they do it for, and they're underselling. They'd love to sell a higher-ticket product to a better customer and increase their net. And third,

most founders know that if they have a strong personal brand, everything they do and everything they touch is going to be worth a lot more money.

So my team and I will build a business and brand that you love, with you, in less than a week via our Superpower Accelerator Vision Day experience.

One of the people I've helped is Michael Chu. Less than a month after we worked together, he went from selling \$20,000 packages to generating \$1.2 million in a week. Then there's Kane Minkius. He had a \$20,000 sale and increased it to \$250,000 because I coached him and scripted his sales presentation. And here's Chuck Boyce. He was in the process of selling his business and together we built a new business called Aggregate. He closed a \$35 million deal just days after we worked together. He's on a run rate to generate \$100 million in his first year of business.

Justin Donald had no business, no product, no service, but he was a great investor. We created an entire brand, "The Lifestyle Investor," for him, and I made one connection that brought him a \$250,000 coaching client before we even finished our three days together.

We create a great offer and a great pitch and sales presentation deck, and we sit down in my studio and

create a podcast that will be broadcast to my entire audience. Then we record a webinar and videos to overcome sales objections so they can automate their sales and not have to be present to close every 1:1 deal. Most clients earn their original investment back two times over, just from leads from the promotion we do for them and leads they generate. We also work on articles, a book, sales collateral... whatever you need for your new business, in just three days. We get more done in a week than most businesses and agencies can get done in six months or even a year. Or ever.”

## **2. What to Expect in This Conversation.**

*People get nervous when they don't know where the conversation is going. Tell them exactly what's going to happen — including the fact that you are going to make an offer to them to work together, if you believe you can truly help them. There is no need to manipulate or hide the fact that you are selling something.*

“I’m going to ask you a series of five questions to get to know you better, understand your ‘Big Why’ and understand what you want to accomplish. If I’m 100% certain I feel my team and I can help you succeed, I’ll show you some ways we can help you accomplish your goals. Then, at the end, if I think we’re a good fit for each other, I’ll tell you how we can collaborate. You’ll love my team. Best of all, you just show up and we do all the work. It’s super-easy and fun.”

### 3. Record/Transformation.

*This allows them to focus on you and your conversation, and not on taking notes. It also sets up the belief that this conversation will be valuable. I also want them to experience what it's like to work with us, and know they're being taken seriously and are valued.*

“I want to get your permission to record this. Often, people have major breakthroughs or transformations, just from this conversation while I’m asking you questions. If you’d like, I’ll record this for you and transcribe it and make a video so you can review it later because most likely you’re going to have a major breakthrough. This way you don’t have to worry about taking notes. Do I have your permission? Would you like me to do this for you and give you the link?”

When they say yes, ask, “What’s your mobile number? I’ll text you the links right now...” Then text them the live transcript link. I’m also recording the conversation on video, so I text the link to that as well. When they see how quickly I send that, they’re amazed. I always say, “I don’t believe in homework. When we work together, we get stuff done NOW. No waiting.” (By the way, this is known as “reframing” in NLP language.)

“The bottom line is, I’m going to ask you five questions. You’re probably going to have some breakthroughs, and together we’ll decide if I can help you get to where you want to be. Sound good?”



## NLP - Neuro Linguistic Programming Primer

When it comes to sales and influence, NLP is a powerful tool. By mastering the art of language and communication, you can become a Jedi of persuasion, convincing people to take the actions you want them to. So, let's dive into some of the top NLP strategies for sales and influence:

1. **Framing and Reframing:** This strategy involves changing the way a person thinks about a particular situation, by shifting their perspective or reframing the meaning of the situation. For example, instead of saying "This product is expensive," you could reframe it as "It's common that our clients get a 3x or greater return on their investment in 100 days or less." By shifting their perspective or reframing the meaning of the situation, you can help them feel more positive about it.
2. **Rapport:** These techniques are designed to help build trust and rapport with other people. They include techniques like mirroring, matching, and pacing. Matching their body language, tone of voice, and pace of speech can create a sense of empathy and make them more receptive to your message.
3. **The Meta Model:** The Meta Model is a set of language patterns that can be used to clarify and

challenge a person's limiting beliefs or assumptions. It involves asking specific questions to challenge the assumptions and beliefs that underlie a person's language. When dealing with objections or questions from potential customers, you can use the meta model to clarify their concerns and help them see the value of your product or service.

4. **Embedded Commands:** This strategy involves using subtle language patterns to give commands or suggestions to the listener. For example, instead of saying “You should buy this product,” you say “When we start working together, the first thing you’re going to experience (or get) is a system that will [describe the #1 thing they want the way they want it].” This suggests that the customer should buy the product so they will achieve their goals.
5. **Mirroring:** This strategy involves matching the other person’s speech, body language, and tone of voice to create a sense of rapport and connection. For example, if the customer is speaking quickly and energetically, you can mirror their pace and enthusiasm to create a sense of understanding.

With these tools in your arsenal, you can become a more effective salesperson

#### 4. **The Core of the Close.**

*“Closing already?” Yes! Contrary to popular belief, you’re closing the second you open your mouth. These questions are intentionally created to lead the prospect to a buying decision.*

**Q1.** “Imagine you and I were to start working together today. I do everything I can to help you get results. Now imagine we’re sitting in a coffee shop a year (or three) from now. What will have happened in your life, both personally and professionally, for you to feel happy with your progress? What would make you feel that this was the best decision you ever made?”

#### **A Note on Question 1...**

This question is based on the brilliant structure created by my friend, mentor, and podcast co-host Dan Sullivan’s “The Dan Sullivan Question®.” I’ve tweaked it to make it more appropriate for my clients. You’re asking your prospect to identify where they want to go with regard to what Dan calls “The Four Freedoms,” which are time, money, relationships, and purpose. Dan is brilliant. If you don’t already follow him, you should!

**Q2.** “Why don’t you have it yet? What’s missing? What obstacles or dangers are standing in your way? What is it costing you to not have this problem solved?”

**Q3.** “What opportunities — existing or future — are you unable to take advantage of because of your answer to Q2? How much more money could you make if you solved [Q2] and achieved [Q1]?”

**Q4.** “Imagine a few weeks, months, or years from now after you’ve achieved [ANSWER FROM Q1], you’ve overcome [Q2], and you’re accessing [RESOURCES + OPPORTUNITIES Q3], what would you ideally spend the majority of your time doing? What if you had a self-running, self managing business? What would you innovate, create, focus on?”

RECAP. “So what I hear you saying is...” and recap their answers back to them.

**Q5.** “Do you want to know what it’s like to work together? Great. Here’s what happens...”

5. “The first thing we’ll do is an onboarding session. My team and I meet with you. We gather data kind of like what we’re doing now except we’ll figure out exactly what we’re going to do together. It takes about an hour. Take a look at your calendar — would next Tuesday at 9:00 or 11:00 work for you?”

If they say no, then give them another choice. It’s this or that. One or the other. Keep doing this until they give you a time on their calendar.

WHY am I doing this? I'm ASSUMING THE SALE... before mentioning the price. It's called a micro-commitment. It takes away the "I don't have the time" objection. It gives them certainty you're fully committed to them.

6. Now you narrate "a day in the life of" using your product or service and how life will change. Show them the value they'll receive: more money, more status, more health, longevity...a better life! I describe everything we're going to do and what they'll get. You create a narrative using all of the information they've shared with you and help them experience that new life. I show them how this product is going to give them everything they want from the first question they answered.

This is also called "a use case."

If you have a slide presentation, you show them your deliverables, what they can expect to receive and experience using their language patterns. They get a video of me going through the deliverables. This way they can re-experience their excitement when they re-watch it.

## 7. **Investment**

"The investment for this whole experience/product/service is \$150,000."

*Don't be coy about what it's going to cost. Say the number. Then shut up. The first person to speak loses.*

Generally, they'll say something along the lines of "Wow, that's less than I thought," if you presented enough value.

## **8. Trial Close/Agreement**

"On a scale of 1 to 10, where are you on moving forward/saying yes/making a decision to do this right now?"

If their answer is a 10, ask them, "Great. I'll send over the agreement, summary of our deliverables, and wire transfer information. As soon as I receive full payment, I'll get you access to the tools and you'll receive the onboarding materials. We'll hold that day we agreed on for 24 hours. If I have to chase you down, the price increases."

## **9. Objections/Eel Killers**

If their answer is anything other than a 10, ask them, "What would it take to make it an 11?"

At this point, they might say "It's a 7. I have to talk to my partner/spouse/board/advisors."

After they finish talking, recap what they've said and then ask, "Is there anything else?"

Take notes.

After they finish talking, recap what they've said and then ask, "Is there anything else?"

After they finish talking, recap what they've said and then ask, "Is there anything else?"

Keep going until they say, "That's it."

\*\*We'll get into how to address objections — and specifically how to deal with the all-too-common EEL KILLER, "I have to check with my partner/spouse/COO," ploy in Chapters 7 and 8.

That's the sales conversation in a nutshell. I'm sure you've got a lot of questions, so let's go through this whole process in more detail.

## CH. 4

# SET YOURSELF UP FOR SUCCESS

**A**nyone can learn to sell anything, if you have a system and you really get inside the head of your prospect and you gather enough data. But here's the thing: YOU have to maintain control of the conversation. A rule I have is the moment you stop asking questions, you lose control. There's a great saying, "Never let the inmates run the asylum." Am I calling your prospects inmates? No, I'm trying to make a point. You want to keep your prospect under your control, and you do that by being the leader, transferring a sense of certainty and confidence and never getting on the defensive. The moment you're on the defense, you lose. Humans "smell



blood” and desperation. This is why I create a sense of polarity early on and let the prospect know there’s only one person in charge.

I use language patterns that let them know I’m going to decide if I’m even going to work with them or let them buy my products. Later, I’ll demonstrate how I effortlessly control that narrative and establish dominance without being manipulative, salesy, or being an ass.

I don’t mean you’re manipulating them. I mean you’re anticipating their objections and taking the offensive. Remember punching the elephant? We all admire the guy or gal who walks up to the biggest, baddest person in the room and takes them out without blinking. Everyone in the room respects that person, including whoever got knocked out. When you address what you know is already going on in your prospect’s mind, you’re punching the elephant. You’re Rambo. You’re the Terminator. You’re Ellen Ripley of *Alien*. You’re the badass.

If you’re playing defense, you’ve lost.

## **Telling a Great Sales Story**

The goal of a sales conversation is to tell the shortest possible story that’s as long as needed to get someone to raise their hand and say, “I want to work with you.” You do this by telling an emotional story that people can connect with. Without that emotional connection, you are going to have an uphill battle to the sale. When you touch people’s hearts, they can’t wait to work with you.

My client, Tim Nelson, is a medical doctor and a PhD with all the accolades and initials you could want. His work focuses on cardiovascular regeneration using bioengineered stem cells — a revolutionary process that quite literally saves people's lives on a daily basis. Through his non-profit, HeartWorks, Tim wants to shortcut the traditional medical research and development process to bring life-saving procedures to more people, more quickly. Yet he was having trouble making his story “sticky.”

That's because he was telling the wrong story. He was saying things like, “Congenital heart disease provides the optimal mix of challenges and opportunities to allow cross-functional teams to succeed and grow a whole new industry. The industry is the sustainable and growing academic research fueled by impact philanthropy that can de-risk product development and enable corporate-partners to provide the lowest-cost solutions to medical institutions- patients benefit and purpose-built teams expand.”

*Zzzzzz...*

As a result of talking like Mr. Spock, Tim was struggling to make his fundraising goal of \$10 million a year.

We created an entirely new slide deck and pitch that focused on the emotional story — that HeartWorks is literally fixing broken hearts.

By focusing on the human side of his work, he now has audiences in tears, eager to be part of this revolutionary work. At a recent Abundance360 event hosted by Peter Diamandis, Tim used his new story to raise over \$1 million in one evening.

*Imagine raising \$1 million a day, just by telling a better story!*



## Fixing Broken Hearts

See Tim in action: [www.Sales.MikeKoenigs.com](http://www.Sales.MikeKoenigs.com). Pay attention to how he framed the story, his passion for his topic, and how the audience responded:



The audio is a bit wonky, so we've got the transcript and the slide deck that we created for him available, too, at [www.Sales.MikeKoenigs.com](http://www.Sales.MikeKoenigs.com).

Every good story starts with how you frame the first question you ask a prospect in a sales conversation.

You start out with a powerful, value-driven statement about what it is that you do.

Take my Superpower Accelerator client, Dino Watt. We sat down to record the sales training I led him through, and when I first asked him what it was that he does, he answered, “What I do is I give people more peace of mind. I help people make more money. I help people feel like they’re supported in their business. I help people have more profitability and more production.”

I stopped him there so I could model for him. “Here’s what you want to say,” I told him. “My business name is Fix My Team Now. That’s exactly what we do. And when your business is fixed, your team members stay longer, it’s easier to hire, and they know exactly what to do so that you make more money, work less, and increase the value of your business so you can sell it for a lot more money. I’ve got a proven process that’s been developed over a period of 15 years. I’ve helped 211 clients and 3711 team members who have used this system. It will work for you too.”

See the difference? That’s a 30-second answer to the question, “What do you do?” that leaves your ideal client panting for more.

### Creating a Powerful Story

Your sales story finds its roots in your *Category of One* brand, which is something we create for my clients during a Superpower Accelerator workshop.

It relies heavily on the “Hero’s Journey,” a monomyth that is the foundation for every great tale. When used correctly, it breaks through trust barriers and rapidly converts right-fit prospects into paying customers.

Does that sound good? Then I’ll walk you step-by-step through creating your winning pitch and messaging in my book, *Your Next Act: The 6 Growth Accelerators for Creating a Business You’ll Love for the Rest of Your Life*. Buy the book at [www.MikeKoenigs.com/NextAct](http://www.MikeKoenigs.com/NextAct)

## **The Best Messaging**

The biggest challenge that most businesses have is their messaging is off. It’s why prospects don’t connect and convert. The best messaging — and storytelling — taps into a conversation that’s already going on in your ideal client’s mind. You can seamlessly address their wants and pain points, even if they haven’t put them into words yet. That’s when they tell you, “You must be reading my mind!” Because you are. You know your ideal client so well that you already know what’s keeping them up at night without them saying a word.

When you put that intuitive knowledge into effective story-driven messaging, you have made the rest of the sales conversation infinitely easier.

More importantly, you accelerate the speed of trust.

Ideal messaging pre-sells your prospect, answering questions like:

- Who are you?
- Why should I trust you?
- Why should I care about what you offer?
- What's in it for me?

If you look at the example above (or those included in the Resources section), you'll see that all of those questions are answered in the fewest possible words. As a result, you're already grabbing attention, building trust, creating credibility, and influencing your ideal prospects.

## **Creating Your Pre-Frame**

Here's a brief outline for your pre-frame:

"My business is [INSERT BUSINESS NAME], and we [VALUE-DRIVEN RESULT]. When we achieve that result, [IMPACT A], [IMPACT B], and [IMPACT C]. I've got a proven process that's been developed over a period of [AMOUNT OF TIME], and I've helped [NUMBER OF CLIENTS] who have used this system."

Here's another example for my client, Eric Francom, a former dentist who helps dentists find freedom from their practices by generating passive income and packaging their practices to be sold to private equity or another buyer. When I first started working with him, his pre-frame was non-existent

because it focused too much on generalities and didn't tap into the emotional side of what his ideal clients were longing for.

Here's what I helped him come up with:

"I'm a dentist by training. After 11 years in practice, I reached the point I had to get out. After speaking to dozens of dentists who had exited, it became clear that the best way to get the most money was to build multiple practices and offer cash-based, high-end services that include implants and cosmetic dentistry instead of the usual 'drill, fill, and bill' paid by insurance. Through lots of coaching and studying, I figured out exactly how to position and package my business so it sold for millions of dollars to a private equity firm. I took that money, invested it, doubled it in the first year, and doubled it again the following year. I quadrupled my net worth in only two years. Now I show founders how to do what I did — boost their revenue, create multiple practices, prep their businesses for sale, exit for a maximum cash payout, and then how to invest in a variety of alternative investment vehicles nobody knows about to get you maximum ROI. For instance, one of my clients... [insert a case study of the most relevant current customer and what they did in a way that will apply to their situation. If you don't have one, use yourself as the example.]

The keys: Know what your ideal client desires. Focus on telling about times you got those results. Make it specific. Keep it short. "Sell money at a discount." You have all the shortcuts and resources to achieve results in less time without making costly mistakes.

This step is worth some effort because when you get the pre-frame right, the rest of the conversation is a piece of cake.

## **Make Technology Your Friend**

Want to triple your sales conversions? Make technology your friend. Here's how:

**NEVER TALK TO ANYONE ON THE PHONE UNLESS YOU HAVE TO. NO CARS. NO DISTRACTIONS. NO IN-MOTION.**

As mentioned earlier, I do all my sales conversations via Zoom or in person. After I introduce myself and build a little rapport, I'll say to the person, "Hey, if you'd like, I can record this for you and send you the video when we're done. And you can look at it because very often when we have these conversations, you'll learn a lot about yourself. Being able to reference that might be super useful later on. Is that okay with you?" I've never had someone say, "No, I don't want that." So I click the "Record" button.

"Okay, we're set. I'll send this to you as soon as we're done. Why don't you just tell me your mobile number right now, and I'm going to text you my contact info. Then I'll follow up with the link as soon as the video is done processing." I've never had someone say no. And now I've got the gateway into their pocket. And I'll follow up with them along with a mini summary video.

During the conversation, I've got a Google Doc open with every note, and I'm listening for keywords. Now the other thing I frequently do is I'll run Otter.ai, a real-time transcription service that allows me to watch the conversation in real-time and



copy-paste nuggets instead of typing everything that's spoken. (You can get a free Otter account with 300 minutes of transcriptions per month at [www.MikeKoenigs.com/Otter](http://www.MikeKoenigs.com/Otter).)

Now, I can see what they're saying, I can hear what they're saying, and I'm typing, I'm active in there, and I'm looking at them. I can reflect their language patterns, their words, and their values back to them in real time. That will create insane levels of engagement that will be reflected in your conversations.

## CH. 5

# THE CORE OF THE CLOSE

**C**losing is not an isolated event with hard edges, something you start and stop. Instead, a sales conversation is more organic. From the first moment of your interaction with a potential client, you are evaluating the fit between your offer and their needs. After all, that is what sales is: Lining up the outcome you offer with the pain or desire they experience. If there is no overlap, there is no sale. If there is a match, the sale is a natural outcome. You don't have to convince them of anything. You are simply facilitating a dialogue that results in an easy yes-or-no response.

The following questions are a simple way for you to evaluate that match. One reason the Superpower Accelerator Lightning

Close is so easy to remember and implement is that it's largely based on questions, rather than on a script you need to memorize and manipulate your prospect into joining. Instead, I've found that the most effective sales process is one in which you are the guide, but the prospect is actually doing the selling. For that to happen, the prospect needs to do most of the talking. It's organic. Natural. That's why it works. Just a couple people chatting about the prospect's better future life with you and your product or service in it.

Use these questions — in order! — to structure your conversation.

## **QUESTION #1: Futurecasting**

*This question is based on the brilliant structure created by my friend, mentor, and podcast co-host Dan Sullivan's "The Dan Sullivan Question®." I've tweaked it to make it more appropriate for my clients. You're asking your prospect to identify where they want to go with regard to what Dan calls "The Four Freedoms," which are time, money, relationships, and purpose.*

**Q1. "Imagine you and I were to start working together today. I teach you everything I know about brand messaging, offer creation, and do everything I can to help you get results. It might include:**

- Creating a Category of One Brand - the only and best in the world who does what you do, disqualifying the competition

- Creating a premium offer 3x-10x higher than anything you've offered previously
- Identifying or refining your "perfect audience" and customer
- Helping you figure out how to enroll your right fit clients into a premium offer
- Creating the packaging, positioning, and messaging that attracts your perfect-fit customer
- Creating a Powerpoint or Keynote sales presentation deck that you or someone on your team can use for live, video, stage or any recorded presentations
- Creating a recorded sales webinar and sales materials so you don't have to be present
- Crafting your brand message in a way that resonates with your audience
- Recording a television-quality audio and video podcast that gets promoting on YouTube and to my entire audience of nearly 250,000 business owners and entrepreneurs
- Writing an amazing article and interview that gets published in *Entrepreneur*, *Fast Company*, or *Forbes* magazine (or another top-rated publication) to elevate you, your brand, and your message
- Providing sales training and scripting for you and your team
- Building an optimized web site that's designed to capture leads and book sales conversations
- Figuring out the best other promotional and marketing materials needed to attract more "right fit" clients,

whether that's books, videos, audios, podcasts (yours or on other peoples'), PR, TV, radio, etc.

- Giving you a roadmap and plan for getting to your impact, income and lifestyle goals without compromising your values
- And giving you access to my Rolodex of connections, relationships, and vendors to implement and get this stuff done beyond what we do together

**Now imagine we're sitting in a coffee shop a year from now. What would have happened in your life, both personally and professionally, for you to feel happy with your progress? What would make you feel that this was the best decision and investment you've ever made?"**

In NLP, this is called "future pacing." You are asking your prospect to time-travel into the future and describe both their internal and external goals — how they feel, as well as what they've accomplished. If they are unable to answer this question with clarity, they're not a good prospect because they don't know what they want. And if someone doesn't know what they truly want, you're never going to be able to please them, no matter how much they pay you.

If they don't know what they want, it's your opportunity to paint that picture for them so they feel as though they're experiencing it fully. See, feel, hear. Add emotion.

Most likely, they'll start by describing external wants. They want to make an extra \$10,000 a month. They want a net worth of \$10,000,000 or more and generate \$500,000 in

passive income. Or they want a boat, a new house, or a third location for their company. They want to lose weight or have a better relationship with their spouse. These external desires are a great start, but don't stop there. Go deeper and probe into their "big why:" their internal desires regarding feelings and emotions. This is where the gold is! We all know that it's not the stuff in our lives that satisfies us; it's how we feel about the stuff in our lives that will make us happy or sad.

At the end of the day, everyone wants freedom — time freedom and financial freedom. They want relevance, a sense of being heard, understood, impact, and legacy. I avoid Maslow's hierarchy of needs and instead focus on the things money can't buy.

One way to get to these key things is to ask: Who would you like to be a hero to (impact)? What would a life of purpose look like to you? What do you want your legacy to be? What does a day in your ideal life look, sound, and feel like?

Then ask WHY.

Why do you want to make that extra \$10,000/\$100,000/\$1 million per month? Why do you want that fancy new house? What's so important about opening that third location?

When you probe, they'll start revealing the values and beliefs that are truly important to them. Maybe they want \$10,000 a month to allow their spouse to stay home with the kids. Or maybe they have a favorite charity they want to support in a big way. Maybe they want that third location to prove to their parents that they've "made it."

Identical external desires can stem from different inner desires. They look the same on the surface, but below lie very

different emotions. Miss the emotion, and you'll miss the key to unlocking their psyche. Keep digging until they reveal those deep emotional connections.

At the end of the day, we all want the same things-respect, inclusion, and purpose. When you dig and dig, eventually they say something that reveals one of these three things. You can stop and move to the next question at that point. They might say, "I just want my father to respect me." Or "I want my life to have a purpose, so I live on when I die." Or "I want to be part of something bigger than myself." Train yourself to listen carefully. Take your time. Don't move on to the next question until you're sure you've got the real answer.

When I probe someone, I'll ask them to answer at least one of these questions:

1. What I really want is...
2. The reason I'm doing what I'm doing is because...
3. If I could spend 99 percent of my time in my super-power, zone of genius, or "Unique Ability™" (as it's called in Strategic Coach), that would be...

Now you are at the core of their reason why: their driving force and core values. And when you match your product or service to their core values in an honest and authentic way while showing them a light at the end of the tunnel towards "A Better Life", you close the deal faster.

One of the more recent clients we enrolled had an amazing WHY. “D” is a real estate investor. He wanted to create a personal brand to elevate his authority status and relevance and grow his business. He’s 60 years old and had mostly disappeared from business for six years. His wife of over 20 years had cancer and died, leaving him as single parent to two sons, aged 10 and 11.

It turns out that his real estate investments enabled him to live 100% on passive income, focus 100% on his dying wife, including getting her access to experimental, expensive treatments that extended her life an additional three years while preparing his boys for the inevitable.

He shared his story during a “hot seat” at a mastermind I was hosting and was surprised when everyone in the room cried when he spoke. He said it was the first time he had talked about it publicly since it had happened.

I turned to him and said, “That’s your brand. The Emotional Financial Freedom Formula.” Preparing you and your family for absolute freedom if and when the inevitable happens.

And by the way, as of the time I’m writing this, we haven’t even started working together. It was simply the first thing that came to mind... and everyone in the room resonated with it. In fact, several people in the room decided at the moment to work with him and invest in some of his upcoming deals.

That’s the power of great storytelling and the power of using your biggest “WHY” as the foundation for creating a powerful brand.



In fact, here's a text message one of my clients — a man who “doesn't cry” — sent me the next day:

“Good Morning Sir,

I can't describe how much I enjoyed that powerful hot seat you did with “D” yesterday. You were spot on, and your superpowers were in full force. It was amazing. I felt like I had transcended my consciousness and reached another plane.

...It struck me when I wanted to go around the room and sell everyone there your consulting platform on the spot. It's so much more powerful putting someone in the hot seat in front of peers! OMG, you had the entire effing room in tears. Because it's REAL.

Our brains have been restructured because of social media in two ways. One, it has destroyed our ability to have long conscious thought strings, and two, it has created a filter in our consciousness that doesn't allow us to believe our surroundings are real.

And that interview removed the filter and touched our soul and showed us a glimpse of God...

Let's catch up soon.  
S.

This is what I live for. Impact. It's nice to hear the kind words, but when someone is seen, heard, and has impact while being 100% authentic, AND it creates deep emotional connection and a buying behavior, everyone wins.

### Learning to Listen

Great salespeople have the gift of gab, right? Wrong!

Great salespeople are great listeners. In fact, during your sales conversations, imagine a taxi meter is running, except it's counting DOWN every time you're speaking, and ticking UP every time your prospect is talking. Your goal is to get your meter as high as possible by continuing to ask questions.

It's not enough to just keep them talking, though. You need to be listening to understand and remember. Your goal is to be able to repeat back to them the essence of what they've told you.

You have no idea how rare it is to have someone deeply listen to you. Just mastering the art of giving someone your full attention will put you head and shoulders above the competition.

## QUESTION #2: Defining the Gap

*While Question #1 is aspirational, this next question allows your prospect to define what's standing in their way. In examining and defining the gap between what they want and where they are now, they are naturally agitating their own pain. For some clients, this may be the first time they've ever taken an honest look at what's missing in their lives. This step can bring up uncomfortable emotions. Do not rush it; hold space for them to explore their reality.*

**Q2. Why don't you have it yet? What's missing? What obstacles stand in your way? What is it costing you to not have this problem solved?**

You might phrase this question as, “Clearly, you know what you want. You've painted a great picture for me. So let me ask you this: Why don't you have it yet? What's been standing in your way or holding you back?”

If they don't have what they want yet, there must be a reason. In their response, you're looking for their obstacles and objections. Answers fall into a few categories. Some people will be quick to blame others. If they say things like, “My spouse doesn't support me,” or, “I tried XYZ program and it didn't work. That guy was useless.” If they're blaming other people or outside circumstances for their failures, run away. Ideal clients take responsibility for their lives. You don't want to become the next scapegoat who lets them down.

Others will readily admit that they simply don't have the required knowledge or skills to get from where they are to where they want to be. They might say, "I tried XYZ program, but I just didn't understand the finer details. I need to take the time to master the process." The key here is the word "I."

If they talk about themselves a lot, then chances are you can help them. If they don't know how to do something and you can help them, you're going to have a successful relationship. Next, it's time to get them thinking about possibilities.

### **QUESTION #3: Untapped Resources and Opportunities**

*This question is another way of exacerbating the pain they feel from not having achieved their goals. You're getting them to quantify their pain by putting a number on it. Then, when they compare the investment to work with you to this number, the ROI is clear.*

**Q3. What opportunities — existing or potential — are you unable to take advantage of because of your answer to Q2? How much more money could you make if you solved [Q2] and achieved [Q1]?**

Encourage them to think through what opportunities they'd be able to leverage if they filled in the missing gaps. Keep asking, "What else? What else?" until they run out of ideas. When they do, you say...

*Okay, so let's review for a minute. It looks like you know exactly what you want. You told me you want \_\_\_\_\_ because \_\_\_\_\_. Now you haven't been able to achieve that before primarily because of \_\_\_\_\_ and \_\_\_\_\_, right? It looks like you have all these opportunities you could leverage that you're not leveraging...*

Then ask them,

*How much more money do you think you'd make (or how much weight would you lose or how much better would your marriage be) if you were able to eliminate the obstacles and leverage those resources?*

I let them explain to me what will happen. “Oh man, if I could do that, I'm pretty sure I could make a million dollars (or lose a ton of weight, be so much happier in my marriage...)” Again, they're selling themselves. You're just facilitating the conversation they're having in their own mind.

I then transition to the final few questions.

#### **QUESTION #4: The Magic**

**Q3.** Imagine a few weeks, months, or years from now after you've achieved [ANSWER FROM Q1], you've overcome [Q2] and you're accessing [RESOURCES + OPPORTUNITIES Q3], what would you ideally spend the majority of your time doing? What if you had a self-running, self-managing business, what would you innovate, create, focus on?

This is the “magic question” where you ask them to pull together the answers from the previous questions into one future-focused, outcome-based vision. They’re imagining what life is like if the missing links could be filled with their hidden resources. Hint: if you’ve done this right, they’re also imagining you in that vision!

### **QUESTION #5: The Customer Experience**

*One of the most important parts of the sales conversation is to reduce uncertainty. You want to eliminate all friction that might interrupt your prospect’s desire to work with you. One big question people always have — whether they say it or not — is, “What’s it like to work with you?” They not only want to know what the process is like, but they also want to be able to envision themselves in that process. Take away all mystery by describing what happens next in detail.*

**Q5. Would you like to know what it’s like to work with me and my team? Great. Here’s what happens...**

This question is so important, it deserves a chapter of its own. Keep reading...



## CH. 6

# A DAY IN THE LIFE

**"F**loor it!". That's what Elon Musk said when people asked him "why would anyone pay \$125,000 for a two-seat electric car that can only go 200 miles on a charge in 2008?"

That's exactly how I made a \$125,000 decision to buy the Tesla Roadster in 3.7 seconds. It felt like it should be illegal because it was so fast. I felt naughty. Very naughty. I bought that car on the spot. Then, when the Model S came out, I bought one of those, too. In fact, when I bought my Tesla Roadster, the thing that sold me wasn't the desire to be eco-friendly. Instead, it was the experience of driving it that made me a believer. That puppy went from zero to 60 in 3.7 seconds. It was like being strapped into a roller coaster.



I was such a believer that Vivian and I invested in full solar for our home and bought the first-generation plug-in Toyota Prius. I even produced a documentary, “Life with Tesla” about going off-grid and green with no electric or gas bills. The system paid for itself in 2.4 years. A single purchase became a personal transformation that I wanted to share with the world.

### The Panty Dropper...

One of my female friends used to call that car “The Panty Dropper”. These days you can’t get away with saying something like that, but if I could ever create an advertising campaign for a car company and put a billboard on a highway, it would be for that. And I can guarantee you, that would sell cars and get laughs from my kind of tribe – men and women.

This is the power of experience marketing, what I call A Day in the Life (Note: A Day in the Life is also one of the Multipliers in the Superpower Accelerator process. You can read about it, as well as the constantly expanding list of dozens of other Multipliers, in *Your Next Act: The 6 Growth Accelerators for Creating a Business You’ll Love for the Rest of Your Life*. Buy the book at [www.MikeKoenigs.com/NextAct](http://www.MikeKoenigs.com/NextAct)).

You must give your prospect the sense of what it’s like to be your client. You must answer questions like, “*What’s it like to work with you? How will I feel? What is the deeper transformation for me from your product or service? What happens*

*emotionally? What will life be like for me before, during, and after? How will my lifestyle change?”*

Not only does describing the customer experience in vivid detail help your prospect imagine themselves working with you, it also serves as a trial close. As I'm having a sales conversation, I'm literally asking for micro-commitments every step of the way. By making small tasks along the way, you're consistently moving the prospect toward a buying decision. You can also pick up on any resistance along the way. If you do a great job, you also create the most important and valuable by-product of that initial purchase - word of mouth marketing. Buzz.

Okay. Let's go back to the customer experience. Here's how it goes...

Once I get permission to share what it's like to work with me and my team, I start with onboarding. It's my way of letting the prospect know we're going to invest in getting to know them and understand them. We're investing in the relationship. It's a subtle way of saying, *I see you. You matter to me. You matter to us.*

“So the first thing we're going to do is I'm going to spend about an hour on the phone with you. We call it onboarding. I'm going to give you a special document that deep-dives into your future vision that you're going to fill out. Then we'll get on a private one-on-one Zoom where I'm going to take an assessment, learn everything I can about your existing business, and gather some information. If you want to have your spouse, your significant other, or your business partner there, we can do that. It's data gathering. That's where we put together a comprehensive plan and a vision for where you are and where

you want to go. And then what I'll do is build the plan and the roadmap. You'll walk away from that experience with total clarity. And then my team and I get to work to make that real. There's no homework for you. Just show up and we do all the work."

Then I move into what we do to create and launch your new business and brand during our three-day Superpower Accelerator Vision Day one-on-one workshop, focusing on outcomes and results, and including examples so they feel understood and heard.

"After the onboarding, we'll spend three days together. You'll stay at my beach condo in La Jolla, where we'll work with the sound of the waves as our backdrop. You can see the ocean while we're working. You'll see dolphins, whales, and parasailers through the panoramic view. It's very cool and relaxing.

During that time, we're going to completely reinvent your business. We'll create a powerful brand for you or your business. That's where we do everything together in real time, and there's no homework. You just show up. We have conversations and role-play. My team does everything for you in parallel. So you can walk away with everything completely done, and you're ready to step into your new business or engage better customers with a product you can charge 3x-10x for. It's all based on a system we've refined that has helped us create and launch over 100 brands and businesses in under a week."

"Day One, we work on Mindset. We look at the non-negotiable personal and brand values in your business, including your beliefs and core values. We also look at your Market — who do you want to be a hero to? We define exactly your

perfect ideal customer profile. The goal is to identify the top two percent of your best clients, and market to them. My data nerds will actually figure out exactly how many of your perfect customers are out there and get their contact info so we can start marketing to them immediately. We'll begin to design your Model, or how you will make money. The goal is that you're getting paid for who you are, not what you do."

"Day Two, we'll dive into your Message, how you connect with your ideal prospects so they instantly know who you are, why they should trust you, and why they should care about your products and services. In marketing-speak, it's called *packaging, positioning, and messaging*."

"Day Two is also when we'll choose what types of Media to use to get your Message in front of your Market. What channels will your ideal prospects trust most? We might decide to create an article for *Entrepreneur*, *Forbes*, *Fast Company*, *Disrupt*, and others and we'll definitely record a podcast for my Capability Amplifier show. I'll broadcast your content to my audience of more than 250,000, including a full promotion to my email followers. Most of my clients will end up getting enough referrals from the podcast to more than repay their investment in the program."

"Day Three is for Multipliers. We'll look at what strategies and tactics best leverage the Growth Accelerators. These are proven marketing campaigns that generate results in weeks or even days. They include reactivation sequences, Referral Parties, 10x pricing and repackaging, and more. We'll also go into my studio to record a podcast and videos. We get it all done so when you leave, there are no loose ends. This is a huge

secret that allows us to get more done in a few days than most agencies or companies can get done in six months or even a year. Most of our clients say, “I’ve invested hundreds of thousands of dollars and spent years trying to do what we accomplished in a few days.”

I demonstrate not only what it’s like to get to work together, but I’ll show them the master document from one of our clients (these are typically 100+ pages, created in less than a week, filled with scripts, content, emails, campaigns, etc., and ready to deploy immediately). I’ll show them examples of the sales decks we create that have produced millions of dollars in a few weeks after our first meeting.

When you purchase our Superpower Accelerator Blueprint, you’ll receive a copy of our book “The Power of the Pitch” which includes a copy of my sales deck and more than a dozen of our best sales decks that have generated over \$150m in sales for our clients.

Get the blueprint and “Power of the Pitch” at [www.MikeKoenigs.com/Blueprint](http://www.MikeKoenigs.com/Blueprint).

I reiterate that all this is done in three days. Again, I ask them which dates will work — February 10-12 or March 3-5. Either/or. If neither works, suggest two other dates.

Then I move seamlessly into the pricing. “The investment for all this — the onboarding, the master plan, the three days, the Superpower Accelerator Experience, the website, the sales

deck, the scripts... on and on and on... is \$150,000. And I only offer to work with people who I know I can help. My goal is to generate \$1,000,000 in revenue for you in less than 100 days. Recently we created a new company, Aggregate, for Chuck Boyce, and he closed a \$35,000,000 deal weeks after we met. They're on track to do \$100,000,000 in under 12 months. I can't promise that for you, but I don't work with anyone unless I'm confident you'll get your money back and more quickly. I have a perfect track record and a reputation to maintain."

Then I shut my mouth. The first one to talk loses. Sometimes they answer, "Okay," and then you just go into the details of invoicing and payment. "I'm going to text you the bank information right now." And I have my bank info in a simple proposal that lists all the deliverables that I copy, paste, and text and email that info in real time.

I let them know I don't do discounts or deals, or negotiate. I'm not a bank. I don't do payment programs or accept credit cards. Wire transfer only. If you don't have the ability to put skin in the game, you're not a right fit. Control the narrative from the start. It's your rules. Know your value and don't bend. Remember, no good deed goes unpunished when you start a relationship.

And sometimes, they'll have objections. Objections aren't something to be dreaded. In fact, it's a chance to really show people what you can do. I reframe "objections" into "spirited conversations" that give me an opportunity to understand what people think, how they interpret my messaging and value the perception of our deliverables. That's what we'll get into in the next chapters.

How do you engender even more trust, faster? Use a **damaging admission**, a technique that allows you to use honesty to increase trust. This technique is a game-changer when it comes to persuasion because it allows you to be real and authentic with people in a world full of charlatans and snake oil salesmen.

Let's start by defining damaging admission. It's a technique where you direct your prospect's attention to the negative aspects of what you're offering before presenting the positive aspects. In doing so, you're being honest and upfront about the downsides, which makes the positives more believable. The key is to use damaging admission in a way that doesn't turn people off, but rather makes them trust you more.

One of my favorite examples of damaging admission is the warning label at the end of Viagra advertisements. The label warns that if an erection lasts longer than four hours, you must contact a medical professional. This warning is a damaging admission, but it increases the persuasiveness of the advertisement.

Let's say you're selling a personal development program called The 10x Multiplier Blueprint. You could say, "The 10x Multiplier is going to dramatically increase your income and help you attract better customers to your business. I'll be honest with you. It's going to be a ton of work. There's over 100 pages of instructions, about 20 exercises and 20 hours of videos you're going to have to go through, and you're going to have to take two to four hours a day over the next couple of weeks to execute each of the things that I'm going to tell you to do." This statement directs your prospect's attention to all the things

they're going to have to do, but it's also a positive statement because it's honest and upfront.

Now, let's reverse this statement and use a negative statement, followed by a positive statement. "It's going to be a ton of work. There's going to be over 100 pages of instructions, about 20 exercises and 20 of hours of videos you're going to have to go through, and you're going to have to take two to four hours a day over the next couple of weeks to execute each of the things that I'm going to tell you to do. BUT when you're done, it's not uncommon for people who go through this program to double their prices and double their sales in the first month because there are so many examples and case studies you can model and use. You'll increase your sales and the quality of customers you attract so much that the upfront work won't matter."

Notice how the "but" acts as an amplifier for the second half of the sentence. This technique makes the positives more believable and increases the trust in your prospect. The word "but" follows a negative statement with a positive one. The more negative statements in the beginning, the more believable the positive statement is.

This technique works because the degree to which your prospect buys from you is directly correlated with how much they trust you. If you can be honest and upfront about your deficiencies, your prospect will trust you more. In a B2B scenario, for example, if you can get someone to believe that your program will help them achieve their goals, they'll buy from you. It allows sellers to be more honest and stand out in a world of charlatans.



The damaging admission technique is similar to reading reviews before buying a product on Amazon. The negative reviews give credence to the positive reviews, making the product more believable. The same is true for The 10x Multiplier Blueprint. The more negatives you can say in the beginning, the more believable the thing you say afterward.

The key to using damaging admission effectively is to be truthful about the negatives. The more damaging they are, the more believable the positives will be. For example, “The 10x Multiplier Blueprint may require a lot of work and dedication, but the results are worth it.” By owning up to the negatives, you amplify the power of the positives.

Another technique that’s similar to damaging admission is the word “because.” Using the word “because” in your copy or sales presentation gives your prospect a reason to believe you. For example, “You should invest in The 10x Multiplier Blueprint because it will help you achieve your goals.” By giving a reason, you’re being more persuasive.

So, if you’re looking to increase the trust in your prospects and make your persuasive communication more effective, try using the damaging admission technique. It may take a bit of practice to get it right, but the results are worth it. Remember to be honest, authentic, and upfront about the negatives, and use the but statement to amplify the positives.

In the end, the key to success in persuasive communication is building trust with your prospects. By using techniques like damaging admission, you can increase that trust and make it easier for them to believe in you and take action.

## CH. 7

# STEP FIVE: OBJECTIONS

*“Will this work for my business? My business is different...”*

*“That costs too much money...”*

*“It's WAY too expensive...”*

*“I don't have the cash right now...”*

*“What's the return on investment?”*

*“I need to talk to my spouse / business partner / CFO...”*

*“I'm not ready. First I need to...”*

**S**ound familiar? What are the biggest sales objections you (or your team) are getting consistently that block the big sale?

I'll tell you why you keep getting these same objections. It's because **you're not asking enough questions and controlling the narrative.**

When you structure your sales conversation properly, you're gathering the right data so that you can present the right information to your prospect in a way that they will be pulled to you. They respond with, "Wow, I already know I want to work with you. How do we start? I've been looking for someone just like you for a long time!"

Here's the thing. People aren't afraid of the system failing them, they're afraid of failing the system... again. So when they start raising objections, it's not about you, it's about their fears about their own inadequacies. They don't have anyone to delegate to, they're not good at follow-through because of their own ADHD. They lack courage, confidence, commitment, and clarity on what to do. So you have to reinforce how your process, your system, your product is absolutely fool-proof. The best way to do that is through testimonials, use cases, and relevant stories.

But let's say you did your darnedest, and you're still getting stonewalled. Here are some of the most common objections and how to counter them:

**"This costs too much! It's too expensive."**

The absolute best way to answer a question like that is with a story of a real person who is just like them. I begin with, "That's a really common objection that I hear. It's totally normal. Let me share a story with you about my client, Bob. Bob

had the same challenge. He said the same thing — that this was just too much money. I asked him these same questions — about his challenges and opportunities and what was getting in his way. He told me cashflow was a big issue, and he was exhausted and tired of traveling all the time. His wife was nagging him all the time about being gone so often, and he felt like he was missing a lot of what was going on with his children. He has an eight-year-old and an eleven-year-old. He was in a lot of pain because of that.

He signed up for the Superpower Accelerator workshop, and before we had even completed his onboarding, he had already booked an additional \$250,000 in business, just based on the conversations we'd had before he even made it to La Jolla. He told me that the new business was a direct result of an idea that I'd given him during our first conversation. The whole point of this story is that sometimes you just have to have an outside person pointing out the things you can't see because they're right in front of your face, and a new way of thinking. What you really need is the things they see that you can't. And the reason you're stuck in the pattern you are — not having money and thinking things are too expensive — is because you're trying to solve the wrong problems with the wrong investments. That's why you have to get outside yourself."

If you're still sensing resistance, here's what your next step is. When people bring up the investment, it's never really about the money. It's about a perception or their projections. The key to answering this objection is to change their perception. Remember when I told you that your job is to ask questions to get your prospective client talking as much as possible? The

proper response to this objection is a great example of that principle.

When someone tells me my offer is too expensive, I answer, “Expensive compared to what?”

What we always find is, price is never the real objection. I want to create a contrast frame right away, so I create that by saying, “What would it be worth to you if you could increase the price of your products and services, or simplify the delivery, train up people who will become the ‘whos’ who will take care of the ‘hows’ in your business, so you don’t have support costs? Or if you could take a two-week vacation without taking your phone or laptop? Or if you could have a self-managing company... what would that be worth to you?”

Another one I may use is the imagination frame. Even though we think we want freedom, we want choice. So I say, “Imagine right now if you got two extra days a week to spend with your family, go work out, go fishing and use this time to be able to work on your business instead of in your business? What would that be worth for you?”

Another question gets at their pain points. “What percentage of your clients do you completely love, your team loves, they’re easy to work with? What would it look like to have five more just like them, who showed up, ready to work, complaint-free? How much time and energy do you spend on the ones who are the most frustrating? Okay, you said you have only about five percent of clients you really love... what would it be worth if we could double that, and make it 10 percent? How much would that be worth to you?” Typically they can come up

with a number, and then we can compare that to the program investment.

Which I use depends on what their values are — Dan Sullivan's Four Freedoms® of time, money, relationships, or purpose. I'll know which will be the most powerful and effective because I will have identified those values in the earlier questions about what their ideal outcomes would be.

Let's say they say it would be worth \$500,000 to them to have an extra day or two a week, and double the amount of people they really love working with. "Okay, you've told me that it's worth \$500,000 to you to get some time off and to increase the clients you love to 10 percent in the next year. The Superpower Accelerator program is \$150,000 and increases every quarter. How do you feel about that?"

If I still get resistance, I'll say, "If I can, with your permission, I'd like to be very transparent and blunt with you right now - and I can promise that if you take it to heart, it could change the way your prospects and clients interact with you. Do I have your permission to do that?" Of course, they say yes. Then I say, "Here's what I've found. If you're in a place where you have clients who are cheap and difficult to work with, and they're scarcity-minded, you get exactly what you deserve. Your clients and customers are a reflection of who you are."

The conversations you're having, the energy you're putting out, the words and messages you use... they're all a reflection of what's going on inside you. The same is true for your salespeople. Any abundance-minded entrepreneur who's successful and wealthy and in a place where they are loving life

and loving their business and loving their clients, is attracting people because of what they send out into the universe. So if you are arguing about money with your clients, the first place to begin is to start by changing yourself. When we work together, we'll start with your mindset. Who you market to. Your message. Your speech patterns. Your energy. Your outlook — it's all going to change, and you're going to bring that back to your business and your family. And when we work together, I promise this will never happen to you again because I'll hold you to a higher standard than you hold yourself."

I've had people decide to work with me based on that one sentence. They stop dead in their tracks and say, "You're right. I'm my own worst enemy. I need someone who holds me at a higher standard than I hold myself. I need a creative partner. I'm in."

**"I don't have the cash flow right now."**

As above, the first response would be to have a story with a real person you've worked with.

"Let me tell you about Connie. She had the same problem with cash flow. Connie had been in a vicious cycle for three years where she had been suffering from cash flow issues, always working on, not in, her business. She was stuck in a loop and suffering from burnout. More importantly, she was selling through developers and architects. Third tier. One of the first things we addressed together was her confidence and her mindset. She was so close to her business, she couldn't see the big picture.

But getting some distance from her business and getting my input allowed her to get some much-needed clarity and see that where her business was heading wasn't where she wanted to go. In just three days, we created a "Category of One Brand," an amazing offer that was 5x more than she's ever charged before, and created a completely different approach to selling that put her in control instead of in the backseat, always getting permission from gatekeepers. She'd been running so hard just to stay in the same place, she didn't even realize she was on the wrong treadmill. And before the three days were over, she went out and added \$5.4 million to her business in six months, with three million of that coming in just two weeks. And for the record, she had been stuck at \$1.5 million a year for a long time.

Now, I can't promise that to everyone, but I'm not going to take you on as a client if I'm not 100% positive I can help you. I don't need your money. What's important to me is my reputation, and if you ask around, it's perfect. My team and I are the best in the world at what we do, and to the best of my knowledge, the only ones who do what we do as quickly as we do it. I'll make certain that we create a brand and upgrade that reflects the same for you.

*That, by the way, is a "Category of One" and "Transfer of Certainty" frame. When you speak with confidence and certainty (of course it needs to be true), a prospect admires that. They want it too.*

If you are in a cash flow crunch right now, and you're regularly stuck there, you cannot afford NOT to address this issue. It's a habit. It's a behavior you unconsciously learn. You need to unlearn it. What you really need are strategies, tactics, support,



and coaching, and that's the only way to get out of that loop. I know: I invest over \$250,000 every year with multiple business coaches because I can't stare at my own belly button and figure this stuff out without help. Never trust a coach who doesn't invest in coaches themselves."

### **"What's the return on investment?"**

First of all, I want to anchor on something they can't put a price tag on. What I'd say is, "Let me ask you a question. You told me about your spouse and your kids. What is the value of one free day a week that you could spend with your family, taking your spouse on a date and be 100 percent absolutely present? What would your spouse say the value of that would be? When was the last time you had two complete weeks off from work, where you didn't have to check in?" Here, you're asking them to put a price on their freedom.

"Most of my clients find they can take a full week a month off. What would it be like to have 25 percent of your time for you — for your family, your marriage, your body, your soul?" That is a very powerful contrast.

Another one is the value of peace of mind. "What would it be worth for you to know that no matter what the challenge in your business — COVID, losing a key customer, a key employee — you'd keep your cool, knowing that no matter what, you'd be just fine? What is that worth?"

"As far as hard ROI, I can tell you I only work with people who I know I can give them 3x-10x their investment back in

100 days. Many do that in 30 days or less, just from connections and referrals in my network. In fact, let me tell you about my client Justin Donald... When he showed up at the beach condo in La Jolla, he had no business, no brand, no customers. Nobody had ever heard of him, and if you searched his name, there was nothing. I mean nothing.

What he did have was an uncanny ability to create profitable alternative investments, negotiated off a term sheet that provided a higher-than-average return. In just three days, we created his Lifestyle Investor brand, outlined what would become a Wall Street Journal bestselling book, designed his pitch deck for an annual \$50,000 mastermind, and I introduced him to someone who ended up paying him \$250,000 for one-on-one coaching. Less than two weeks later, using the messaging and sales process I shared with him, he signed on another \$250,000 coaching client. All that happened in a matter of days. He'd be the first to tell you it was one of his best investments ever, and he invests for a living. ”

Another potential answer begins with a question: “How much time do you spend right now feeling frustrated or bothered? How much time do you spend on activities you hate, or things you're simply not good at but you have to because you don't have a team member to handle them? What if you could instead spend the vast majority of your time in your superpower, getting paid for who you are instead of what you do? What ROI would you put on that?” Again, you want to link it back to the values of the person — their desire for freedom of time, money, relationship, or purpose.

**“I don’t know what’s going on with the economy. I’m not sure I want to invest right now.”**

I’d say, “I totally get it. It sounds like what you want to do is make sure that whatever financial resources and tools that you have are available, depending on how long you have to weather the storm. The best thing to know about the Superpower Accelerator program is that I’ve been helping people for over three decades. I’ve worked with tens of thousands of clients in just about every industry and type of business. I helped clients weather the storms of the dot-com bust in the late 1990s, and in the Great Recession 2007, and through the pandemic.

I’ve helped clients build businesses that are competition- and recession-proof. And more importantly, you’re learning a mindset you’ll have for the rest of your life. You’re learning how to keep your stuff together, no matter what’s going on in the outside world. You’re learning the discipline so you can work on your business, not in your business. You’re going to get the time, the money, the relationship, and the purpose freedom you long for. You’ll also gain the confidence of knowing you can always weather the storm because you can innovate and create your way through it and find new opportunities. You’ll also learn how to separate yourself from your identity, and your self-worth from your business.

What you are bothered by right now is uncertainty. What you need is the constitution and mindset to deal with these challenges that are out of your control so you can walk away and be able to manage it. You can’t ever control your outside world, but you can control your inner world.

How much time and energy is it costing you every day or week you feel this way? How would it feel to know that you'll never have to deal with how the economy affects your business because you can present value to any audience, anytime, anywhere.

So how does that sound to you? How would it feel if you knew that that problem just wouldn't bother you at all, after just a couple experiences or meetings in addition to all the other tools and resources we've talked about so far?"

What I'm looking for is a confirmation, but I also want them to respond with a feeling, an emotional state. Oftentimes, their fear state is their headspace. They're reacting and responding from there. What I want to do is ask them an emotional question.

The key here is a transfer of certainty. You're 100 percent sure you can help them, and you need to transfer that certainty to them. Your sales conversation involves you listening to the exact language that they're using and then referencing that throughout, while reinforcing with clients stories who've gone through similar challenges, overcome them, and come out better on the other side.

When you're able to stack that with the history of your organization, the unique benefits and distinctions of the experience, and how those unique benefits and distinctions will directly help them address challenges and help them create freedom, clarity, confidence... boy, it's pretty tough to imagine an objection that you couldn't overcome or that you wouldn't be able to counter with something that is genuine and authentic, backed by data and by stories of success.

## A Non-Slimy Sales Process

So many people get bugged out about sales and they feel slimy and icky. But the Superpower Accelerator Lightning Close is not slimy and icky. This is simply telling the truth, telling stories of real people and real transformations, and explaining in no uncertain terms why your business is different.

Another great thing about it is that you're building a reusable Lego construction kit that can be stacked in an infinite number of ways. And by recording and taking notes, you're also building a lexicon and a library based upon all these common objections which exist in every single business. The more you do it, the better you'll get.

Hopefully, you see why it's so important to go deep in the core questions we discussed earlier. You're going to be going back to their answers again and again. It's so powerful to say, "You told me that such and such is really important to you... This is how I can help you achieve that."

Now you might be wondering what to do when your prospect says, "This sounds great but I have to talk to my husband/wife/partner/COO/accountant." I call those slippery folks "eels," and eels kill deals. In the next chapter, we'll talk about my sure-fire way to take care of those eels once and for all.

## CH. 8

# EEL KILLERS

**E**ver have a sales conversation rolling forward with all green lights, sure you're going to close the deal, and then come to a screeching halt with the statement, "Sounds great. I just need to talk to my partner/wife/husband/cat."

Suddenly, you're left high and dry, with no response when they call in "the higher power."

Well, say goodbye to that particular brick wall. In this chapter, you're going to learn a unique and powerful way to overcome what I call "eels": the "other person" who can bring your deal to a screeching halt.

The whole purpose of the eel killer process is to overcome objections that the buyer has, knowing that they have to get some kind of approval from someone else. Eels are "Fact Finders" in Kolbe Assessment parlance. They are frequently

the spouse or business partner of someone who tends to make decisions very quickly, a “Quick Start.”

I’m a Kolbe 3-1-9-5, where “3” is my Fact Finder and the “9” is my Quick Start score. My wife Vivian is a 6-3-8-3, where “6” is Fact Finder (she asks a zillion questions), which can drive me nuts. She’s saved my life multiple times because she asks lots of questions. She drags her feet on opportunities that we’ve missed out on because the deal isn’t available by the time I convince her to move forward. She’s also prevented me from losing millions of dollars on dumb investments. However, as a 9 Quick Start, I’ve seen and taken advantage of opportunities and predicted the future for decades that have produced millions of dollars and created hundreds of millions in value for my clients.

Fact Finders save lives. Quick Starts change the world.

### **The Kolbe Assessment**

During Superpower Accelerator vision days, I help clients determine their perfect-fit client, or Market. One key element of that profile is their psychographics, which can be difficult to measure. They include attitudes, aspirations, and other psychological criteria. One way I personally evaluate psychographics is through personality profiles. I particularly like the Kolbe assessment ([www.MikeKoenigs.com/Kolbe](http://www.MikeKoenigs.com/Kolbe)), which measures a person's instincts and actions in particular situations.

A person who is high in the “Quick Start” tends to make decisions and act quickly. These are my people. I only work with people who score 8 or higher as a Quick Start on the 10-point scale. You may have a different profile — which is why it’s so critical to hammer out the details of your ideal Market before you try to sell to them!

We go into this process in detail in my book, *Your Next Act: The 6 Growth Accelerators for Creating a Business You’ll Love for the Rest of Your Life*. Get it here: [www.MikeKoenigs.com/NextAct](http://www.MikeKoenigs.com/NextAct)

Typically the founder is a high Quick Start. They can be known for chasing shiny objects, stroking checks, having big dreams, and never following up or following through. So their partner — the eel — makes them accountable and punishes them for their dreams and spending money, and for good reason.

I totally understand this situation because that’s been me. As a result, I’ve figured out a way to solve this problem. It’s a process I’ve developed and refined and reformed, which I’m passing on to you now. Pay attention; this is gold!

Going back to the sales conversation... you go through, you have gotten them committed to the scheduling, and then you say, “The investment is...” And either they’re like, “What?,” or they say, “Seems like a great deal. I’m in,” right? Which does happen when you have the right people and when you’ve told the story well and you’ve captured everything.



But if you see them hesitate, if you sense resistance, that's when you'll say, "Well, where are you on a scale of one to 10? What would it take to make it a 10?"

Let's say they answer, "Well, I'm going to have to talk to my spouse." You want to be completely positive. Say, "All right. That's great. Let me ask you a couple questions. What's your spouse's name?" Let's say it's Pat, because that can be a man or a woman.

"Tell me what's the first thing Pat will say when you tell them about the conversation we just had?"

A typical answer: "It's another shiny object, another thing that you're going to invest in, waste a lot of time, spin your wheels, and nothing's going to happen."

Then, just like with the objections, you want to ask, "What else?"

They might answer, "Well, I've made an investment in some other program and I haven't finished that yet, and I shouldn't do this one until I finish that one."

I keep asking until we get it all out. Then the next thing I say is, "Very typically, what I've found with someone is there's an old resentment there, which is something that you've been promising, aside from the fact that you've invested in other programs, you didn't deliver on past promises, etc. etc." Play back what they just said, so you're basically rubbing salt in the wound. "There's something you've promised and haven't been able to fulfill or deliver on. Is there something that's become a wedge between you and Pat that's frustrating or resentful?"

They'll say something along the lines of, "I've been promising this vacation, or that thing, or the next thing..." And I'll

respond, “Yeah, I get it. I get it. I’m going to ask you one more question, which is, ‘What do you think not fixing or addressing this old resentment has cost you, either in your relationship or your bank account or your business or other things that are going on right now?’”

This is a biggie. They’re going to go deep here with some personal baggage, with something like, “It cost me my first marriage. I’m still paying for that.” Again, get it all out.

Then here’s the kicker. “All right. Well, here’s what I propose we do. I’m going to do you a huge favor and make this really easy on you. I’m not going to tell you what to say to Pat. Instead, I’m going to make a short video for you, speaking right to Pat. I’m going to communicate exactly what we talked about here. Instead of you having to try to communicate what’s going on and what this is all about, I’m going to do all the work for you. And I think I can address Pat’s main concerns, and that’s going to help you win. And it’s also going to renew some trust that may have been lost here and some resentment that you’ve been experiencing with Pat.”

And remember, Pat can be your bookkeeper, partner, or whoever.

Then we create the video right there, on an iPhone. Walk them through it.

I’ll say, “Remember to look at the lens, not at your face on the screen so this feels intimate. I’m going to count down from three, and then you start speaking. I’m going to click the record button. And what I’d love you to do is just very briefly introduce me, how we met, and a quick sentence to elevate my authority. It can just be, ‘Hey, this is Mike Koenigs. He’s the

guy I told you about who creates brands and has worked with people like Tony Robbins, Brian Tracy, and lots of other business owners. I met him at Peter Diamandis' Abundance 360 event in March. I want him to tell you about how he can help grow our business so I don't have to work so much and spend more time with you."

Then they pass the camera to me, and I say, "Hi, Pat, nice to meet you. I want to begin by letting you know I know what you're probably thinking, this is probably just another guru, shiny object, a big distraction that's going to cost a lot of money. It's going to be just like last time where there was a lot of excitement, a lot of big dreams, and then nothing happens. On to the next thing. And I get that. I totally get it. And the reason I get it is because I was that guy. I am married to someone like you who has taken me to task. I'll tell you why this is different and how my goal is to help you get the one big thing (that vacation, time with kids, home upgrade, etc.) that your spouse/partner hasn't been able to deliver."

One big key: Don't blame. Don't point fingers. Don't find fault. You're empathizing.

"First of all, it's not your fault. It's not his fault. The thing that's missing is a system and a process that allows you to get everything you want all at once, so that it doesn't require any follow up and doesn't require any team. I have one rule. No homework. And that's what makes my system different. We get everything done in one week. Everything is done and ready to go. He doesn't need another team, another agency or return with a giant list of stuff that has to be done and costs more time and money. What I talked to your husband/wife/partner about

is my goal is to, first of all, give you freedom of time, freedom of money, and freedom of purpose. So that means I'm going to help them create a business that gives them more money and more time." And then you can give them a transformation story of someone who was in a similar situation.

"The bottom line is, I know I can do that with you and for you, too. The other thing you might be wondering, does your spouse/partner have what it takes? First of all, I say no to most of the people I talk to, because they don't have the experience. They don't have a real business. You check all those boxes. The other thing is you have to be coachable. What I know is he/she is coachable. And based upon the fact that you appear to be a protector in his life who prevents him from making really stupid mistakes, this will enable you to become a greater partnership than you already are. You'll be able to get on the same page about things, but also achieve the dreams you're looking for."

See how I'm future-casting, addressing their pains and their objections?

"In short, we're going to spend an hour together, figuring this out, and then a three-day workshop where we do this together and get it done. We're going to create a brand, logo, presentation, sales videos, and training videos for the team. A web site. All the email content and copy. Articles in *Fast Company*, *Forbes* and *Entrepreneur Magazine* to elevate status and authority. We'll shoot videos in my studio together. [I'm showing my screen with examples, videos, and showing what my studio looks like in real time]. Then I open up my Rolodex and introduce him to other "whos" to get things done all at once,

in real-time. The connections and relationships that get stuff done now. No HOMEWORK! And I'm going to hold his hand every step of the way. That's what I have for you. You can feel free to reach out to me, too. I'm happy to have a conversation with you. Here's my number. Nice meeting you, even though we didn't get to meet in person. So long."

Don't try to do this off the cuff. This takes practice. You have to script it out, which is why I've provided sample videos, scripts, and templates for you. Practice, practice, practice.

### **The Eel Killer TL;DR + Your Bonus**

The Eel Killer is a sales technique that helps overcome objections from the buyer's spouse or accountability partner, who may be hesitant to approve a purchase. The Eel Killer technique involves asking the buyer to rate their interest on a scale of one to ten, and then asking what it would take to make it an eleven. If the buyer mentions their spouse or partner as a reason for hesitation, the seller can ask specific questions about the spouse's concerns and offer to create a personalized video to address those concerns.

Note: The Eel Killer works best when the seller has already built trust with the buyer through effective storytelling and communication. It is designed to help the seller close more deals and avoid wasting time on clients who are not a good fit.

Watch it in action...



### **Become An Eel Killer**

Watch Mike train Dino Watts on the WHAT to ask, H  
and WHEN to intervene

**Watch and Learn How Eels Kill Deals »**

You can watch the Eel Killer bonus video at:  
[www.MikeKoenigs.com/EelKiller](http://www.MikeKoenigs.com/EelKiller)

See how we made this all about Pat? The only time you talk about you is as an example that I did it and you can too, and I'll hold you by the hand. None of this can sound like me, me, me, me, me, and about my, my, my, my, my. Always turn it back to them... "So that you can, so that you can, so that you can." You are telling them that you are going to be the unifier, the one who will read their minds and bring them together. I'll do the hard work of keeping the train on the track, creating accountability and changing behavior. That's what's being communicated without the words saying it.

Here's what's important. I've had this happen multiple times where the "eel" spouse reaches out and says, "I told So-and-so that he has to work with you. You're the first person who ever addressed me and took my feelings and my thoughts into consideration. And I knew right away that your heart's in the right place, you're going to fulfill, and you're going to

deliver, because I feel heard. And I haven't even talked to you in person."

Sometimes they cry. Just because they are heard.

And here's the big one — total certainty.

You're worth it. I'm worth it. We're the best in the world at what we do.

And this is the price today. Our prices increase from \$150,000 to \$180,000 next month. If I have to chase you down, I'm going to double my prices. I don't work with anyone who ghosts me or hesitates. No is fine, yes is great, but we don't live in the world of "maybe". My superpower is creating results, not chasing down people who can't make up their minds or who don't know what they want...

Mic drop.

Now that's a very direct form of messaging and it might not be appropriate for you, your brand or style. But I've found after 30 years of selling that people in any and every business appreciate clear boundaries and rules of engagement. They do respond well to that and ultimately respect someone who "lays down the law" without apology. And most of the time say "I wish I could do that, but [insert excuse here] what we can't."

## CH. 9

# THE #1 FAQ

**M**y business is different. I'm in B2B/B2C/I sell dog food/I'm in tech/I'm not in tech/I don't have a product/I have a high-ticket product/a low-ticket product...

When someone says that their business is different, it's really a fear response. What they're really asking is these three questions<sup>2</sup>:

1. Is it easy?
2. Does it work?
3. Can I do it / will it work for me?

---

<sup>2</sup> I learned this from a mentor, Joel Bauer, years ago. He called it the Mary Kay close (named after the iconic direct sales business).



These questions provide an incredibly valuable frame of what any potential buyer is thinking before they say “Yes.” These are the objections that underlie every other objection.

People are looking for reasons why your product offering won't work for them. They're going to spot the flaws because they're afraid of making a bad decision. And deep inside they're more afraid of them failing the system, than the system failing them. We've talked about that in a previous chapter.

Also, they've made some bad decisions in the past, and they don't want to be humiliated or shamed by someone who works for them (or their eel), saying, “See, I told you so!” or “Look at you; you made that dumb mistake again. What's wrong with you?”

Basically, they have their critical parent swimming around inside their head, and they're terrified. It scares the hell out of them. So your job is to probe and ask lots of questions as we've talked about already. But sometimes you just want to punch that elephant and take it head-on by saying, “Yeah, that's what a lot of people say. That's what a lot of people think, until they realize that what they're lacking, and what's missing is a *system*.”

Now, here's where I pull out my trump card. I say, “Look, I built and sold five different companies on my own. And over the past five years, I've created over 100 businesses. I'm going to tell you why your business isn't special.”

Yup, that's blunt — a left hook right to the schnozz. Depending on the person, I may soften my approach a bit. I'll say, “Well, that's what a lot of other people have said in the past, but here's what I know with absolute certainty... and you let me know if this rings of truth for you.

I've never met a business owner or founder who hasn't agreed that their packaging and positioning could be better, that their messaging could be better, that their sales presentation could be better, that they could be selling to better customers. I've never met a business owner or founder who hasn't agreed that they'd like a bigger, more expensive offer, that they'd like their sales process to overcome objections more quickly, that they'd like to speed improve their delivery.

Those are universal issues. What I have found is that the framework we've created—" and then I will hold up my book *Your Next Act* and my Superpower Accelerator Blueprint. "I've found that this framework has worked with every single business and every single founder we've ever dealt with. It's totally normal and natural to think you're special and think you're different. That's because most people get lost in the details, and they don't have the right frameworks and systems in place. They are constantly creating more complications and creating more exceptions that will make it almost impossible for team members and employees to implement a system. It seems like they're always chasing the exceptions, and that's what gets in the way.

So instead, sometimes the solution is to take a step back, and creating principles and systemizing first is exactly what you need."

At that point I'll say, "Now, how does that land for you? Can you punch some holes in that thinking? Is it okay if I show you a couple of examples of some people who are very similar to you and had the same concerns?"

I don't offer resistance. I just show them something and then I listen. I show them something else and listen some more. And then I reinforce the fact that, "Look, I'm not here to win or make you wrong or make me right. I am only here to get results. And what I can say is if you look at the testimonials, look at the examples that we have, you'll see that we've got a long track record of success. And I'm not going to screw up my reputation by taking on someone who I don't feel 100% confident that we can provide results for them."

### **Who I DON'T Work With**

I'm proud of the fact that my team and I have been able to get incredible outcomes for the vast majority of our clients. The times when we've found it difficult to get results is when a founder isn't coachable, thinks they're right, and is absolutely stuck on being right. I avoid these people like the plague because I'm not going to be the one to change them. I'll leave that to their shrink or their spouse.

After stepping in this pothole a couple of times, I've got a screening question to help me weed out the folks who are going to jam up the works: "Have you ever been kicked out of a coaching program, or have you ever had a consultant, advisor, or coach refuse to work with you or fire you?"

If so, it's a sign that they may be trouble. Beware.

## CH. 10

# WHAT'S NEXT?

If you're ready to see how "Punch the Elephant" fits into Your Next Act and the entire Superpower Accelerator process, there are a number of ways we can work together.



### **The Superpower Accelerator Vision Day Workshop**

I've worked with thousands of entrepreneurs over the past 30 years, and here's what I've learned: You (and every entrepreneur and founder), at one time or another, face any or all of the following:

1. **You need an upgrade.** Your current business needs a reinvention – better offers, higher-ticket products, better customers, upgraded packaging, positioning, messaging, and systems to grow your business and increase your revenue. You’ve worked with lots of people and organizations, and it doesn’t seem to work.
2. **You’re ready for Your Next Act and a strong personal brand.** You’ve recently exited or want to reinvent yourself, but finding a team that understands what you want and need and create all the “stuff” to establish authority, thought leadership, branding, messaging, and offers to get your next big thing off the ground quickly is hard, expensive, and time-consuming...
3. **You’re stuck.** You’ve outgrown who you are, what you do, why you’re doing it, and who you’re doing it for. You want to do something new with more impact, fewer moving parts, that’s lifestyle compatible... but don’t know what “it” is...and need a creative partner to turn your vision into reality.

Imagine being able to turn any idea you have into a product or business with everything you need to launch it, including a brand name, identity, pitch deck, thought leader content, articles, sales scripts, videos, publicity-building interviews, and a website IN THREE DAYS.

If you want to differentiate yourself from your competitors, attract highly valuable prospects who trust you and pay

you what you deserve, repel people who waste your time, and impact people's lives with your expertise, I invite you to apply for an experience that will change the foundation of who you are as an entrepreneur and your business. It's called the Superpower Accelerator. Together with my team, we'll turn your creative vision into a product, we'll create the promotion, and we'll REINVENT YOU and your business in just three days.

Not only will you learn valuable skills, talents, and capabilities during that time, but you'll also take those wins back to your team and customers and impact your business.

The next step is to visit [www.MikeKoenigs.com/Go](http://www.MikeKoenigs.com/Go) to book a call with me. You can also send an email to [VIP@PaidForLife.com](mailto:VIP@PaidForLife.com), text (858) 412-0858, or send a homing pigeon with a little note affixed to its talon, saying, "Mike, I'm ready to get the hell out of my own way, reinvent my business, create a breakthrough in my profitability, and experience the big wins and gains I'm meant to."

## 3-Day Superpower Accelerator Workshop

**READY  
FOR MORE  
FREEDOM?  
PURPOSE?  
INCOME?**

Reinvent your business  
and your life... **FAST**  
with Mike Koenigs'  
Superpower Accelerator  
Workshop.

**LET'S MAKE YOUR  
NEXT ACT YOUR  
BEST ACT.**



**SUPERPOWER  
ACCELERATOR**

**[MikeKoenigs.com/Go](http://MikeKoenigs.com/Go)**

# RESOURCES

## Recording Your Video

You can use Zoom to host and record your conversations, but it can be a bit clunky. If you have the paid version, though, you can do a Live on YouTube. That means you can record a video on Zoom, and it will go straight to a video hosted on YouTube with no rendering time. Boop, and you get a link! Of course, you want it to be unlisted.

My approach: After I record the video, I text the video link with some short intro copy. I prefer SMS unless it's an Android or PC user, and then I'll send an email. One adjustment I've been making lately (told you I'm always tweaking and experimenting!) is to email *and* text the link. That way, whatever their preferred format is, the response level is phenomenal.

I always run Otter.ai to capture and transcribe the conversation in real-time. This is critical, no matter how great you think your note-taking skills are. When you start your conversation, one of you will say something faster than you can take notes. Having it transcribed in real-time lets you copy text easily. (You can get a free Otter account with 300 minutes of transcriptions per month at [www.MikeKoenigs.com/Otter](http://www.MikeKoenigs.com/Otter).)



## Ai and the Sales Process

If you haven't already heard...Ai is changing *everything*, including sales. If you're not exploring how Ai tools can help you and your team sell more effectively and efficiently, you're missing the most powerful partner you could have in your business.

I recently conducted sales training for my clients, Jim and Jamie Sheils, for their real estate investment program. I used Ai to create an entire Passive Income Playbook for his team. We identified as many of the common objections as possible, included a webinar and sales presentation, and included numerous examples — all with Ai, and in a fraction of the time it would normally take. Our goal was to create a document the sales team could have in front of them on calls. So when someone says, “Well, what about this? Well, what about that?” they'd be prepared with a guide including everything they'd ever need to answer the question and create follow-up messages.

Here's an example of a ChatGPT prompt and result for creating follow-up emails, just so you can see what's possible:

### How to Write Follow-up Messages with ChatGPT

#### Example 1:

**write a response letter back to Joe about a conversation we just had about buying a rent to own property in Jacksonville, Florida, summarizing financing options available, being able to**

**start earning within 6 months and properties are built in 15 months or less. Make the letter informal, and funny and include a little joke at the end**

Dear Joe,

Greetings from sunny Florida! I hope this letter finds you in high spirits and ready to take on the challenge of owning a home. I just wanted to follow up on our recent conversation about buying a rent-to-own property in Jacksonville.

I wanted to take a moment to summarize the financing options that we discussed. As we talked about, there are a variety of options available to help you secure financing for your new home. Whether you're looking to take out a traditional mortgage or explore alternative options like FHA loans, we've got you covered.

In addition to the financing options, I wanted to remind you of our timeline. As we discussed, you could start earning rental income within just 6 months of purchasing the property. And with properties being built in 15 months or less, you'll be able to start enjoying your new home in no time!

I hope that this letter has been helpful in getting you excited about your new home. If you have any further

questions or concerns, please don't hesitate to reach out. I'm here to help make your dream of homeownership a reality.

And one final note: I've heard that the beaches in Jacksonville are great for surfing. Just remember, if you're ever caught in a tricky situation on the waves, don't worry! Just "hang ten" and you'll be just fine.

Best regards,

[Your Name]

#### **Example 2:**

**Write a letter from Peggy Nunez back to Helen Tran about a conversation we had about buying a rent-to-own property in Jacksonville Florida summarizing financing options available, being able to start earning within six months by having us do property management for you. Properties are built in 15 months or less. Make the letter informal, and funny and include a little joke at the end.**

Dear Helen,

It was great chatting with you about the rent-to-own properties in Jacksonville, and I'm excited to hear that you're considering taking the plunge into property

ownership. As promised, I wanted to follow up with some details about the financing options that are available to you.

We've got a few different options for financing, and I think we can find one that will work for your budget. Whether you're looking to put down a big down payment or stretch your payments out over a longer period of time, we can find a plan that will fit your needs.

One of the best things about our rent-to-own properties is that you can start earning money right away, even while you're still paying off the property. Our property management team can help you find tenants and keep the place in great condition, so you can start seeing returns on your investment within six months.

And if you're worried about construction times, don't be! Our properties are built in 15 months or less, so you'll be able to start enjoying the benefits of your investment before you know it.

So what do you say, Helen? Are you ready to become a property mogul? I hope so, because I think you've got what it takes to succeed.

In the meantime, I'll leave you with a little joke to brighten your day. Why did the real estate agent cross the road? To get to the closing table!

I look forward to hearing back from you soon.

Best regards,  
Peggy

Again, if you are not staying up to date on what Ai can do for you, your business, and your team, you will be left behind. For more information on how my team and I can help you 3x-10x your productivity with Ai, head over to [www.Ai.MikeKoenigs.com](http://www.Ai.MikeKoenigs.com).

# SUPERCARGE YOUR ORGANIZATION WITH ARTIFICIAL INTELLIGENCE



/imagine prompt



BECOME AN  
**Ai-POWERED EXECUTIVE**  
JOIN OUR Ai SUPERPOWER ACCELERATOR  
WORKSHOPS

**Use Ai in Your Business to 3x-10x Productivity, Increase Team Effectiveness and  
Boost Your Revenues with a Creative Partner that Never Sleeps...**

Our Ai Executive and Ai Corporate Programs empower you with a multitude of Ai-driven growth strategies for your entire organization. Get ready for this thrilling adventure as we transform your company and teams into Ai pros to skyrocket your success!



SUPERPOWER  
ACCELERATOR

**[Ai.MikeKoenigs.com](https://Ai.MikeKoenigs.com)**

## **AI ACCELERATOR WORKSHOPS**

**Start your Ai Accelerator Journey.** If you are ready to transform your business and empower your employees with Ai, we can help. We will help you understand Ai and how to best leverage it to achieve your strategic business objectives... fast! We'll meet with you 1:1, train your team, and show you what's possible with the power of Ai:

- 3x-10x your productivity
- Increase revenue and profitability
- Collaborate better
- Enjoy more freedom and creative expression
- Have more fun at work!

Contact us to learn how to use the latest and most effective Ai tools quickly and easily. Reach out at [www.Ai.MikeKoenigs.com](http://www.Ai.MikeKoenigs.com).

# GENERATIVE Ai FOR EXECUTIVES PREDICTIONS



**THE 11th ANNUAL  
2023 PREDICTIONS EXPERIENCE**

I'll show you a clear pathway to leverage AI and new technology to amplify your capabilities, multiply your visibility and increase your value.

[www.MikeKoenigs.com/Predict](http://www.MikeKoenigs.com/Predict)

FORTUNE |  | CBS |  | Entrepreneur |  | CNN | FOX |  | 

**SIGN UP TO RECEIVE THE REPLAY**

Ai is changing EVERYTHING. If you're not keeping up with how to leverage Ai in your business, you *will* lose.

Watch this updated presentation as I show how to use Ai in your business to 3X – 10X your productivity, increase team effectiveness, and boost your revenue with a creative partner that never sleeps. Watch at [www.MikeKoenigs.com/Predict](http://www.MikeKoenigs.com/Predict).



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LEAGUE OF EXTRAORDINARY ALIENS

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[MIKEKOENIGS.COM/MM](http://MIKEKOENIGS.COM/MM)

I created the League of Extraordinary Aliens to provide exclusive Mastermind experiences for successful superachievers where they can exchange and test ideas to bring their lives and vision fulfillment to an entirely different dimension.

No idea is off limits because often the wackiest ones are the ones that stick and yield extraordinary results. And Fast.

Topics include Life Extension (including full body and brain scans, talks from peptide and hormone experts, and updates on the latest in life extension technology and tools), cryptocurrency (trading, investing, and the creation of NFTs), and more.

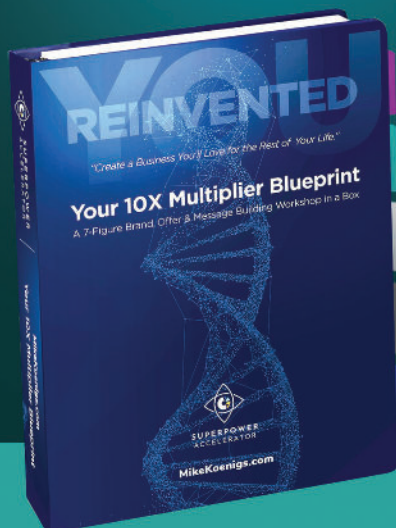
We have traveled with a sommelier and a celebrity chef and stayed at a remarkable compound in Guadalupe Valley, Mexico, home to over 300 wineries and some of the best food in the world.

Spouses are encouraged to join, and we dig deep into relationships, life extension, psychology, trauma, and of course, business. I like to say, “Welcome to the family you choose, not the one you were born into.”

Learn more and apply at [www.MikeKoenigs.com/MM](http://www.MikeKoenigs.com/MM).

Create a Business You'll Love  
for the Rest of Your Life

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Brand, Offer, &  
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**PACKED WITH WORKSHEETS,  
GUIDES, TEMPLATES, AND MORE!**



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**[MikeKoenigs.com/Blueprint](https://MikeKoenigs.com/Blueprint)**

If you have a team that's ready and able to support you through your reinvention process and want a guide that you

can use, The Superpower Accelerator Blueprint is a DIY version of the Superpower Accelerator Workshop.

The kit is jam-packed with templates, worksheets, and examples to help you work through the 6M Growth Accelerators while you create your Category of One brand. While not as personalized and powerful as the in-person Workshop experience (and you'll miss out on those ocean views!), The Superpower Accelerator Blueprint provides an in-depth look at applying the 6M Growth Accelerators to your own business and life.

Find out more at [www.MikeKoenigs.com/Blueprint](http://www.MikeKoenigs.com/Blueprint).

## Podcasts

I produce two weekly podcasts designed to grow your business and improve your mindset.



The “Capability Amplifier” podcast is about sharing useful, intellectual shortcuts, with the smartest man in business, Dan Sullivan, founder of Strategic Coach®. Most episodes are typically only Dan and me, but we occasionally interview fascinating guests like Suzy Batiz (founder of Poo

Pourri), investor Steve Jurvetson, Shari Salata, Gino Wickman, Jason Flom, Yakov Smirnoff, Adam Conover and other fascinating guests [www.MrBz.com/CA](http://www.MrBz.com/CA).



I host a second podcast, “The Big Leap,” with Gay Hendricks, a multiple *New York Times* bestselling author and a coaches’ coach. The focus is on the decisions in life that change everything and the “Upper Limits” challenge every high performer deals

with. You can check it out at [www.MrBz.com/BL](http://www.MrBz.com/BL).

## Books

# What's Your Next Act?

**DOMINATE YOUR INDUSTRY AND  
ACHIEVE HIGHER REVENUE AND  
GREATER FULFILLMENT**



Position yourself  
as number one  
in a new market

**TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH THIS**



**SUPERPOWER  
ACCELERATOR**

**[MikeKoenigs.com/YourNextAct](http://MikeKoenigs.com/YourNextAct)**

Find out ore at [www.MikeKoenigs.com/NextAct](http://www.MikeKoenigs.com/NextAct)

## THE 6 GROWTH ACCELERATORS FOR CREATING A BUSINESS YOU'LL LOVE FOR THE REST OF YOUR LIFE

### **A Step-by-Step Guide to Reinventing You and Your Business**

You and every entrepreneur, at one time or another in your career, face any or all of the following:

- You're stuck. You've outgrown who you are, what you do, why you're doing it, and who you're doing it for. You want to do something new that has more impact and joy...but don't know what it is...
- You need a reinvention. You're ok with your current business but need a total upgrade--better offers, higher-ticket products, and better customers.
- You're ready for Your Next Act. You've recently exited, but finding a team to create all the "stuff" to get it off the ground quickly is hard, expensive, and time-consuming...
- The path to higher revenue, more impact, and greater fulfillment is to create a category-of-one brand where the ideal customers and clients come to you already sold on your products and services. This short audiobook by business expert and serial entrepreneur Mike Koenigs will help you:
- Develop the right mindset of non-negotiable values to reimagine your business
- Target the ideal market who you can effectively serve, i.e.; who do you want to be a hero to?

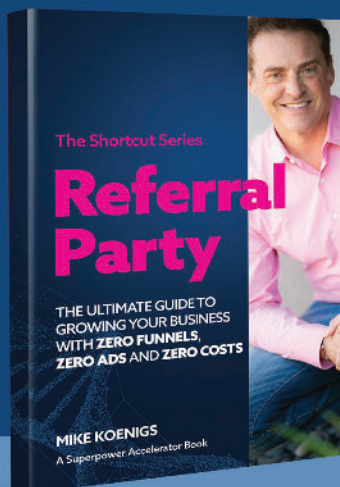
- Design a profitable business model to deliver a brand promise, transformation, and simplify delivery
- Pinpoint the message that resonates with your perfect prospects, makes them raise their hands, and buy quickly
- Choose the proper media to get in front of your audience and drive them to buy now
- Amplify your success with a variety of multipliers that attract and close your market

*Your Next Act* works in virtually every industry for virtually every business owner or entrepreneur anywhere in the world: including funded startups, financial services, wealth management, investing, professional services, legal, private equity, insurance, business coaching and advising, space, software, SaaS, construction, manufacturing, real estate and healthcare.



**Boost Your Revenue  
and Attract More Customers**

## **GENERATE A SIX-FIGURE INCOME**



Say goodbye  
to complicated  
marketing funnels  
and hello to  
qualified leads

**WORD-FOR-WORD SCRIPTS AND SWIPE-AND-CHANGE  
TEMPLATES FOR YOUR BUSINESS GROWTH**



**SUPERPOWER  
ACCELERATOR**

**ReferralParty.com**

Find out ore at [www.MikeKoenigs.com/ReferralParty](http://www.MikeKoenigs.com/ReferralParty)

**If you want more customers, you need this book!**

## THE ULTIMATE GUIDE TO GROWING YOUR BUSINESS WITH ZERO FUNNELS, ZERO ADS AND ZERO COSTS

Serial entrepreneur, business expert, and best-selling author Mike Koenigs shows you the only marketing system you need to fill your pipeline with qualified leads. Generate six- and even seven-figures in revenue, fast — without a complicated funnel, a large team, or tons of moving parts.

This “secret” system is the Referral Party process, and it has generated literally millions of dollars for Mike and his clients.

If you’re looking for a simple way to generate more leads and book more sales, jump into this step-by-step guide and learn:

- WHY marketing has gotten too complicated and costly (and how Referral Parties provide an optimal alternative)
- WHO to partner with to ensure you both end up with valuable (and qualified), “right-fit” referrals
- WHAT to say to your referrals to get them to book immediately
- HOW to brief your referral partner so they intuitively know who in their network is the perfect lead for you
- MUST-HAVE TECHNOLOGY to keep the process (and dollars) flowing

You'll get word-for-word scripts, swipe-and-change templates, and tons of case studies and examples to get you started.

Use this guide to shortcut the steps most businesses are going through to find their perfect clients with Referral Parties.

## MEET MIKE KOENIGS



**W**hat's "Your Next Act?" Imagine creating and launching your next business that you'll love for the rest of your life, a strong personal brand that multiplies the value of everything you do, attracts high-value customers, generates better prospects, and closes deals faster...in a week?

Mike Koenigs is a serial entrepreneur with five successful exits and experience as a judge on Entrepreneur.com's "Elevator Pitch" TV show, Mike has the expertise to help founders create "Your Next Act," a business they'll love for the rest of your life. He collaborates with his clients to develop brands, products, pitches, offers, marketing content, and launches, all in just one week.

Mike is dedicated to helping founders create businesses that are high net, low overhead, high impact, and low stress, allowing them to spend more time in their superpowers. He has consulted with major brands, including Sony and BMW. He has advised high-profile clients, including Tony Robbins, Paula Abdul, Richard Dreyfuss, Dave Asprey, John Assaraf, Brian Tracy, Peter Diamandis, Daniel Amen, and Darren Hardy.

In addition to his consulting work, Mike is a 17x best-selling author, contributor, and columnist for Entrepreneur, Fast Company, and Forbes magazines. He co-hosts two podcasts, “Capability Amplifier” with Dan Sullivan of Strategic Coach and “The Big Leap” with NY Times bestselling author Gay Hendricks.

## BOOK MIKE KOENIGS TO SPEAK

**You're Guaranteed to Make Your Event Inspirational, Motivational, Highly Entertaining, and Unforgettable!**

**A**re you an entrepreneur looking to take your business to the next level? With over 30 years of experience under his belt, Mike has helped countless business owners start, scale, and sell their companies, and he's ready to help YOU too! He's a dynamic and engaging speaker who's created over 100 new businesses and reinventions, and he'll energize your next event by providing a unique approach to today's biggest topics:



- Ai for Entrepreneurs, Founders and Executives
- The Superpower Accelerator Process
- Your Next Act: How to Get Paid for WHO YOU ARE, not WHAT YOU DO
- Creating a “Category of One” personal brand that gets attention, stays relevant, and increases the value of everything you touch 3x-10x
- Referral Party: The Ultimate Guide to Growing Your Business with Zero Funnels, Zero Ads and Zero Costs

### **Want to make your next event unforgettable?**

Book Mike Koenigs as your keynote speaker. Head over to [www.MikeKoenigs.com/Speaking](http://www.MikeKoenigs.com/Speaking) or give them a call at +1 (858) 412-0858.

Take advantage of this opportunity to learn from the best!





