MK

Ai™ ACCELERATOR

MIKE KOENIGS

GEARGUIDE/2023

"With the right gear, you can turn any room or office into the most productive, profitable resource in your toolkit"

- Mike Koenigs, Founder, Superpower Accelerator

The Essentials

MacBook

Time is literally money and I don’t waste any of it.

I always own the fastest machine with the biggest drives and most memory. If you're always on the move like me, you need a laptop that matches your tempo.

For my money, nothing outpaces the latest MacBook Pro.

It's my trusty road warrior.

My mantra is - two laptops, always.

SHOP NOW

Mac Mini Max

I just swapped out my iMac Pro for this powerhouse. It's the hardest working Mac I've ever had. This thing is on a whole new level.

It's unbelievably quick, solid as a rock, and has a ton of ports. Not to mention, it's reasonably priced.

I sync it up with Dropbox and iCloud. Non-stop backup, replicated on every machine.

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Pro Display XDR or Studio Display

I always own the best display money can buy.

When you spend as much time as I do in front of a screen, these things make a huge difference.

Get yourself the biggest, best and fastest computer, display, office chair, keyboard, mattress and pillow money can buy.

It's where you spend most of your time.

SHOP NOW

iPhone

Peek into my studio, home, or business, and you'll only see Apple products.

If your goal is to stay connected, get yourself the latest iPhone. Nothing kills intimacy or a big deal faster than that damned green bubble. I f**king hate Androids.

Right now, I'm using the latest iPhone Pro Max, and it's a powerhouse.

SHOP NOW

iPad Pro

Whether I'm traveling, recording, or in a meeting, my iPad keeps me plugged in and productive.

When I just need to write, create or draw, it’s portable, has great battery life and compatible with all my files.

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Studio Cameras

Panasonic LUMIX GH5 & GH6

4K Digital Camera

These cameras are absolute tanks. Practically indestructible, I have 5 of them and I’ve left them on, non-stop in my studio for over 5 years.

They've never failed me and they're very affordable considering how amazing they are.

You can add any Micro 4:3 lens to these. Amazing cameras.

Panasonic

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Logitech Rally Plus Video

Video Conference Equipment

My team and clients live all over the world and we can't always meet in person so I need a video and Zoom system that sounds perfect, filters noise, records great video and lets me meet with large groups.

What's really cool about this system is that the camera can be programmed to “auto-follow the current speaker” So when I’m speaking to a group, moving around the room or making notes on a whiteboard, the camera follows me and records my every move.

The audio not only sounds fantastic, it isolates the current speaker and removes all outside noise. Where I live, it’s not uncommon for leaf blowers to be blasting and big trucks to be driving by. My recordings still end up clear as a bell.

SHOP NOW

GoPro Hero11

I take this gadget with me everywhere, like an extra appendage. It's super portable can connect to anything.

You can rig this baby up as a webcam, and there's this nifty adapter that transforms into a tech octopus: HDMI output, USB-C power, even an external microphone slot - boom!

You won't believe the number of TV shows that have been shot with these cameras.

GoPro

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For the Studio

Microphones

Shure SM7B Vocal

Dynamic Microphone

As someone who's been in the studio recording industry for over 30 years, I can personally vouch for this mic. It's not "just another microphone."

Why is it so popular? Well, it's got this incredibly smooth frequency response. And when I say smooth, I mean it covers a wide range, ensuring natural sound reproduction. Another plus - It's a champ at eliminating unwanted noise.

In the recording world, both pros and newbies trust the SM7B. It's just that good. You can count on it to deliver high-quality sound, every time.

SHURE®

SHOP NOW

Shure MV7 USB
Microphone

If you're looking to up your podcasting game, the Shure MV7 USB Microphone is exactly what you need.

With its dual USB/XLR output, this mic can connect to anything.

It has touch panel controls. Adjusting your gain, monitoring volume, headphone mix, and mic muting is easy.

It also has the built-in headphone output that allows for direct headphone monitoring during recording. This mic is the real deal.

SHURE®

SHOP NOW

Shure MV7 USB/XLR

Dynamic Microphone

All the same great features of the Sure MV7 USB Microphone in white. It think it looks cooler than black. This is my travel mic.

SHURE®

SHOP NOW

Blue Yeti USB
Microphone

I absolutely love the Yeti microphone! It’s cheaper than the Shure if you’re price sensitive and sounds great.

USB. Plug and play. Just make sure you put something under the stand because it does pick up desk noise if you bang on the desk with your hands when you speak. You’ve been warned.

SHOP NOW

Yeti Nano

Premium USB Microphone

This is a really nice baby version of the bigger Yeti. Sounds great. More portable.

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Wireless Lavalier Microphone

DJI Mic (2 TX + 1 RX + Charging Case)

I love these microphones. The two pre-linked transmitters and receiver are securely stored and charged in the case and it has an impressive maximum transmission range of 820 feet.

The transmitters have up to 5.5 hours of battery life, while the receiver lasts up to 5 hours. And the charging case offers an amazing 15 hours of charging capacity so you'll never run out of power.

It has a magnetic attachment that you can easily attach to clothing or any other object, ensuring it remains discreet. And when you're ready to transfer your audio files to your computer, a data cable will do the trick in no time.

SHOP NOW

Rode Wireless GO II

Dual Channel Wireless Microphone System

After the DJI microphones, I have a set of these too. My 2nd choice, but they're still great.

This is an AWESOME portable microphone package. It records on the devices. They have built-in microphones. They're rechargeable and last for hours.

Around $300. Great deal. There's an upgraded model that sounds even better.

RØDE

SHOP NOW

For the Studio

Recording Accessories

Rode Rodecaster Pro II

Podcast Production Console

This is what I have in my studio. 4 microphone inputs, bluetooth support to use your phone for interviews, tons of built-in effects and more.

I can’t recommend this device enough if you want your audio to sound PERFECT.

RØDE

SHOP NOW

PreSonus Eris E5 BT-5.25"

Near Field Studio Monitors with Bluetooth

Despite their compact size, these speakers pack a massive punch with 100W of Class D power. Featuring 5.25-inch woven composite drivers, they deliver precise and deep bass, making them an absolute dream for gaming, movies, and music production enthusiasts.

With Bluetooth 5.0, these speakers offer seamless wireless stereo connectivity and provide multiple input options, catering to all your audio needs.

These speakers go above and beyond so you can enjoy a private listening experience without any compromise in audio quality.

SHOP NOW

Neewer Teleprompter

X14 with RT-110 Remote & APP Control

When it comes to shooting scripted videos, nothing beats this teleprompter. You can read your scripts from a distance of up to 10 feet. No squinting or straining your eyes.

The hinged glass frame adds another layer of convenience. It tilts up to 135°, allowing you to find the perfect viewing angle.

It's equipped with dual cold shoe mounts and 1/4" threads, giving you the freedom to securely attach accessories in place. Whether it's a microphone, light, or any other essential gear.

With a Bluetooth connection, you have full control. Pause, speed up or down, and even turn pages effortlessly with a few taps on your smartphone. The expandable holder is compatible with smartphones and tablets up to 8.7" wide, including most iPads.

SHOP NOW

Elgato Stream Deck Pedal

Hands-Free Studio Controller

My studio is set up with multiple cameras and shot angles. The Stream Deck Pedal lets me pick the best shot without lifting a finger - literally. I switch 5 cameras with my feet.

I have two sets of these for a total of 6 switches.

elgato

SHOP NOW

ULANZI Camera Desk Mount Stand with Flexible Arm

If you're serious about capturing the perfect shot, you need this camera desk mount stand in your life. And with its compatibility with various equipment, 360° ball head, and padded desk clamp, you'll have all the tools you need to get the shot you want.

It's made of aviation aluminum alloy and has a load-bearing capacity of 2KG and is perfect for top-down video and photo scenes. This camera desk mount stand is an absolute necessity.

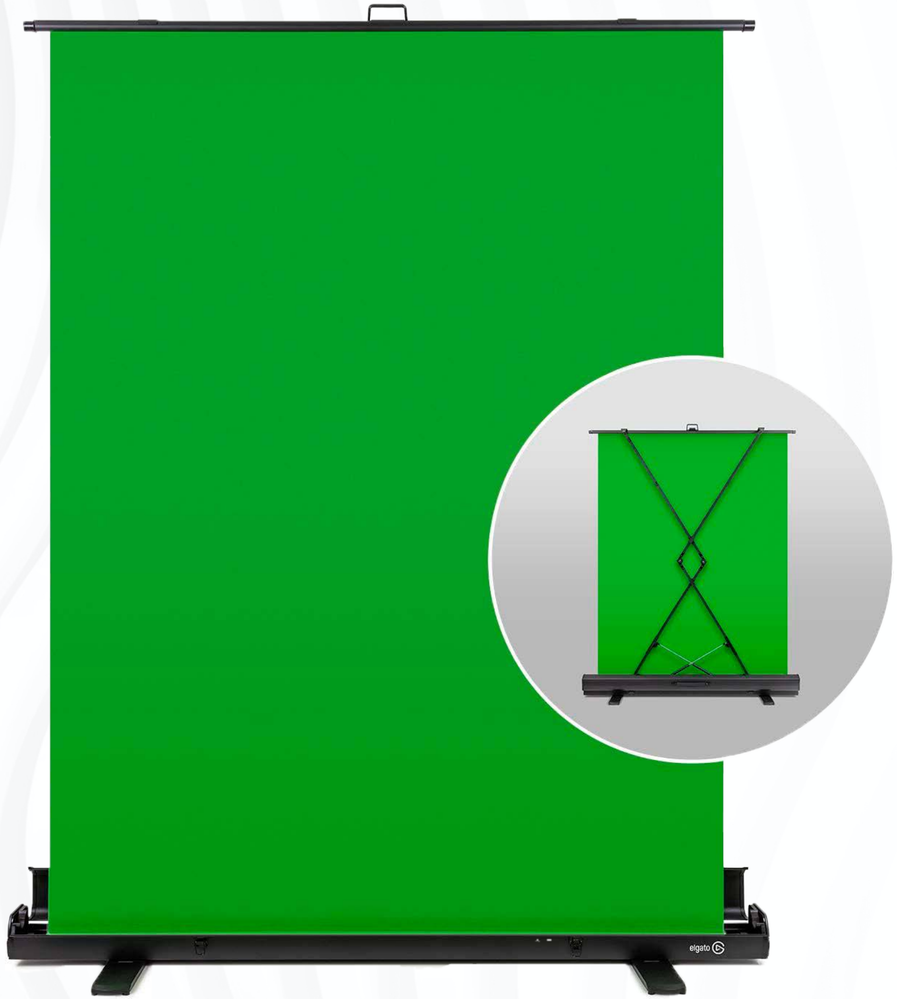
SHOP NOW

Elgato Green Screen

Collapsible

With this Green Screen, you can pop it up when you need it and back down when you're done. It's easy to use, portable and incredibly easy to use. Just flip open the aluminum case, lift the handle to a suitable height, and let the pneumatic x-frame automatically lock your canvas in place.

If you're ready to take your broadcasting to the next level, get yourself a green screen today. It's the ultimate solution for a captivating experience that will leave your audience in awe.



elgato

SHOP NOW

For the Studio

Lighting Options

Video Light & Stand Lighting Kit

Neewer 2 Packs Dimmable Bi-Color 480 LED

These lights pack a serious punch when it comes to brightness and color options. Whether you're creating YouTube videos or conducting online meetings, this light has you covered. And with a high CRI of 96+, you'll get natural and vivid color that will make your content pop.

One of the best things about this light is how customizable it is. You can use the control knobs to adjust the brightness and color temperature to your liking. Plus, the U-bracket lets you swivel the light around to achieve optimal beam angles, while the white diffuser creates soft and flattering lighting that will make you look your best.

NEEWER

SHOP NOW

Video Light Panel

Neewer 18.3” RGB LED

This awesome 60W RGB LED video light, it's packed with features to give you the perfect lighting for all your needs.

The light is adjustable in hue, brightness, and color temperature. It has a 120° beam angle, a high color rendering index of 97+, and a maximum illuminance of 5000 lux at 0.5m.

That means you can achieve accurate color reproduction and softer lighting for various applications like games, YouTube videos, video blogs, portrait photography, and more.

NEEWER

SHOP NOW

Neewer Ring Light Kit

This LED ring light has 240 pieces of dimmable LED bulbs with a wide dimming range from 1% to 100%. It's lightweight and portable, with no ultraviolet and infrared light radiation and low heat output for safety and environmental protection.

It's made from durable aluminum alloy and comes with a soft tube that allows the light to rotate freely for the best position. The white and orange color filters are made of high light transmission plastic material with steady color temperature.

I promise, this light will help you look your absolute best.

SHOP NOW

iPhone accessories

peak design

Mobile Tripod SlimLink™

Phone Accessory

This fantastic case and tripod combo will become your new secret weapon for shooting videos or making training content.

The case and tripod is magnetic so it pops on and off easily.

SHOP NOW

Phone Gimbal

DJI OM 5 Smartphone Gimbal Stabilizer

This stabilizer lets you take perfect selfies, videos, and even tracks on auto-pilot. Plus the 3-axis motor makes sure your footage stays steady.

It works with most smartphones and cases, and it fits easily in your palm or pocket. It's perfect for your studio.

SHOP NOW

Headphones

BOSE

Noise Cancelling Headphones 700

I fly. A lot. If you don’t have noise cancelling headphones, you’re going to arrive at your location tired. No screaming babies for me.

When it comes to sound, the latest Bose are very good. Maybe not the best, but really good quality. They have a physical cord in addition to bluetooth, so they work well.

Nice padding, comfortable and you can get replacement pads WHEN they wear out.

SHOP NOW

On the move essentials

Tumi ALPHA BRAVO Search Backpack

I've had this thing for 10+ years now. It still looks like brand-new. And if anything breaks, they repair it for life. Tumi gear is outstanding.

Tons of pockets, secret compartments. Enough room for two laptops, my iPad, Kindle, bags of cables, snacks, extra socks, underwear, batteries and slides on the handle of your suitcase.

SHOP NOW

Cord Case

FYY Electronic Organizer

I have two big bags I carry with my everywhere. One has every cable imaginable in it. The other carries power adapters, converters, dongles and more.

If you like things better organized, this odes a decent job. The two-tier design fitting cords, cables, USB drives, cellphones, chargers, mice, flash drives, and other must-haves.

SHOP NOW

Cord Ties

70 pcs Computer Cable Ties

Cord chaos is a tech traveler's nightmare. Untangling a nest of power cords, and connection cables is not my idea of fun. That's why cord organizers are my constant travel companions.

These cord ties are my secret for cord control, wrapping neatly around my cables, maintaining order, and keeping my case clutter-free.

Wouldn't step out without 'em - they're one of my travel must-haves.

SHOP NOW

SanDisk®

1TB-4TB External Hard Drive

All of my machines are backed up non-stop with DropBox and iCloud. Every file is replicated on 6 computers.

And in studio, I can't lose files and DropBox isn't fast enough to sync, so I have a ton of these. I have triplicates of every video and audio file that's being made, in real-time and these drives are fast as hell.

If you lose a file, you're screwed. I treat every hour as though it's worth $10,000 to me. Because it is. You might not ever be able to replicate an authentic performance.

NBF = Never Be Fked. Back your sh*t up.**

SHOP NOW

Whiteboard

Double Sided Whiteboard Flipchart

You can't underestimate the sheer power of a whiteboard.

During my vision days with clients, this rectangle of potential comes to life with our thoughts and dreams. It's the catalyst that sets our creativity on fire and turns meetings into brainstorms and scribbles into breakthroughs.

I've used my trusty whiteboard more times than I can count. Trust me, there's something magical about physically etching your thoughts into existence that just elevates your message to a whole new level.

amazonbasics

SHOP NOW

Sticky Easel Pad

Post-it Super Sticky Easel Pad

If you've attending one of my "1:1 Vision Day Experiences", I'm drawing, writing and sticking these things all over every wall at my condo. I like to stick my Post-It pads on top of an easel.

We take photos of them and put them in your master document. Lots of my clients bring them home with them as memories because we've created a brand-new business or product in a week. It's an emotional thing to them.

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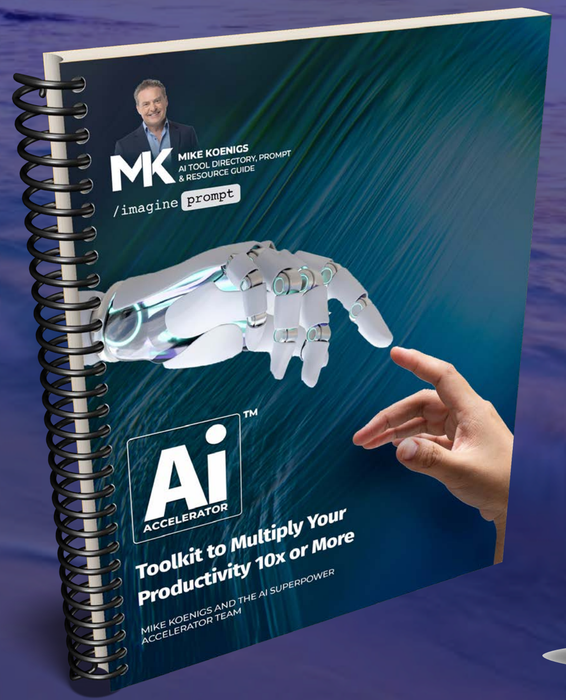

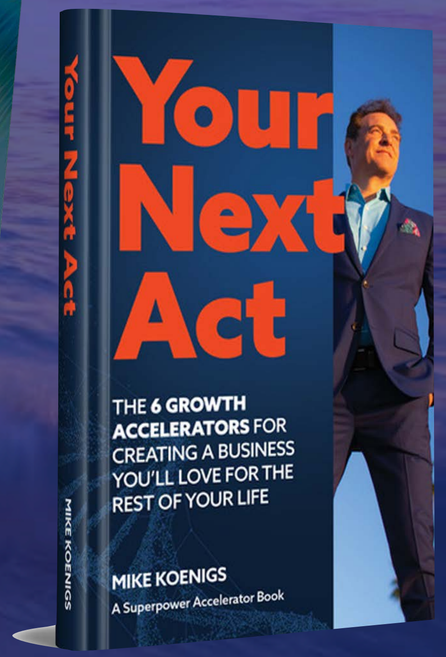

Ai™ ACCELERATOR

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Become An Ai-Powered Executive

And Turn Your Teams Into Ai-Enhanced Super-Producers

UNLOCK THE **POWER OF Ai TO 3-10X** YOUR OWN **PRODUCTIVITY** AND **ENHANCE** TEAM EFFECTIVENESS EXPONENTIALLY, WHILE **GROWING** YOUR **REVENUE**.

APPLY FOR OUR Ai TRAINING

The Ai Superpower Accelerator Offers

If you're an **executive, CEO, or entrepreneur**, you know the Ai game is changing fast, and we're here to help you ride the wave.

Introducing **Ai CORPORATE**, the ultimate fusion of Ai EXECUTIVE and a powerhouse of Ai-driven growth strategies for your entire organization. Buckle up for a

If you're an executive, CEO, or entrepreneur, you know the Ai game is changing fast, and we're here to help you ride the wave.

Explore how AI can supercharge your organization.

With our guidance, you'll:

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- Receive 5 pre-made Playbooks and 3+ custom

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- Team training: Empower your teams with Ai know-how and practical tools to think, create, and innovate with Ai
- Expert support: Our Ai gurus will design and develop Monthly Ai Playbooks to leave your competitors in the dust
- A culture of Ai enthusiasm: Ignite the passion and mindsets for Ai in your teams, boosting productivity and happiness
- Continuous growth: Stay ahead of the curve with ongoing learning, implementation, and Ai-driven success

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