

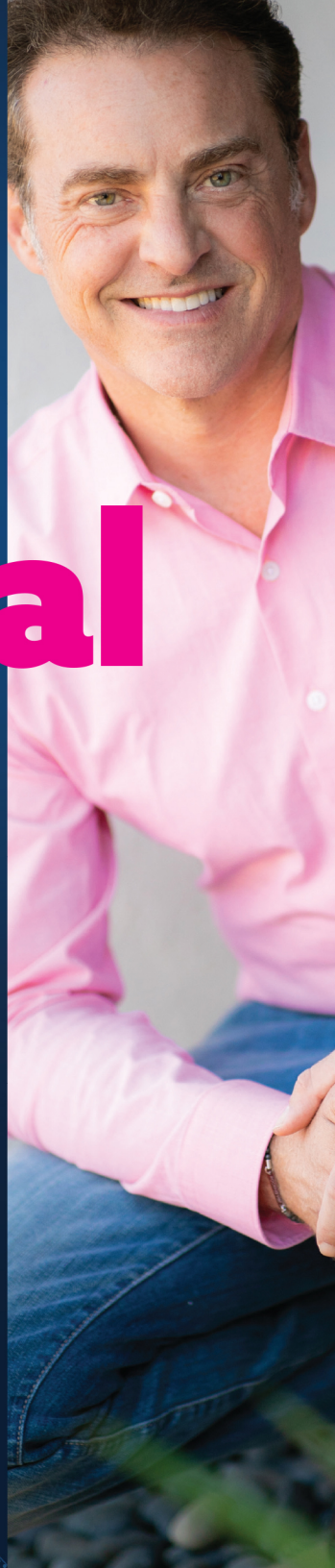
The Shortcut Series

Referral Party

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

MIKE KOENIGS

A Superpower Accelerator Book



Praise for *Referral Party* and Mike Koenigs

"Mike's a hoot to work with, and *Referral Party* gets you deep inside his entrepreneurial brain. 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

"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: *Referral Party*, 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 Best Selling Author and Founder of The Lifestyle Investor, Host of The Lifestyle Investor Podcast

"Mike is an extraordinary man. He's brought me insights on how to reach people 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 Koenigs is the "Doc" Brown of marketing and technology. 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 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 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 BULLETPROOF COFFEE

"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 to change lives and be role models to change everyone's lives."

— JJ VIRGIN, 4x NYTimes Best Selling Author. 3x Inc 5000 Founder. CEO. Podcaster. Speaker. Celebrity Nutrition Expert. Fitness Hall of Famer

Referral Party

Copyright © 2023 by Mike Koenigs. All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, including information storage and retrieval systems, without written permission of the author.

Limit of Liability/Disclaimer of Warranty: The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. All income examples are just that, examples. They are not intended to represent or guarantee you will achieve similar results. Neither the publisher nor the author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For bulk copies of this book or general information on other products and services by Mike Koenigs, please contact VIP@PaidForLife.com

Publishing services by Niche Pressworks, Indianapolis, IN

ISBN: 978-1-959169-02-4 Paperback
978-1-959169-03-1 eBook

Printed in the United States of America.

TABLE OF CONTENTS

How You Can Use This Book ix

Intro	Six Figures in 30 Minutes?	1
Ch. 1	The Problem with Lead Generation	7
Ch. 2	A Brief History of Marketing	13
Ch. 3	Eureka!	19
Ch. 4	The \$250,000 Formula	23
Ch. 5	The Big Picture	31
Ch. 6	Getting Your Mind Right	39
Ch. 7	Who Do You Want to Be a Hero To?	45
Ch. 8	Step-by-Step — No Homework	51
Ch. 9	Telling the Story	61
Ch. 10	The Messenger Matters	73
Ch. 11	Troubleshooting and FAQs	79
Ch. 12	Wrapping It Up	87
Ch. 13	Resources	91
Ch. 14	Where to Go from Here	113

Meet Mike Koenigs 119

Book Mike Koenigs to Speak 121

Join the Mastermind 123

Get Your 10X Multiplier Blueprint 124

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.

TEXT 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.
GRAPHICS AND ILLUSTRATIONS 20 Minutes	The professionally-designed graphics will hit the main points of the text, serving as a great overview or reminder.
AUDIO Two Hours	Download the audio at ReferralParty.com and get the complete text AND exclusive commentary and additional insight.
VIDEO 30 Minutes	The supplemental video content will deepen your understanding with additional insights and interviews from the author. ReferralParty.com



INTRODUCTION

SIX FIGURES IN 30 MINUTES?

Imagine I called you up and said, “I’m positive I have some people in my network who would love to work with you. Let’s schedule an hour so I can ask you a few questions to learn about your current offer and who you want to work with. I’ll look through my database in real-time to see who I can introduce you to. Then I’ll make some introductory videos and connect you with five to 15 people who will want to work with you and schedule an appointment right away.”

Sounds good, right? Maybe even *too* good. But that’s exactly what happens with Referral Parties. Here’s an example:

Take my client Jim Sheils.

Jim has real estate plots available that allow you to build a custom home that’s fully ready to rent with a rental agency — a

property management company firm — that will manage everything for you. It'll give you cash flow immediately and generate passive income with zero work on your part. That's basically the message.

Here's how I'd do it:

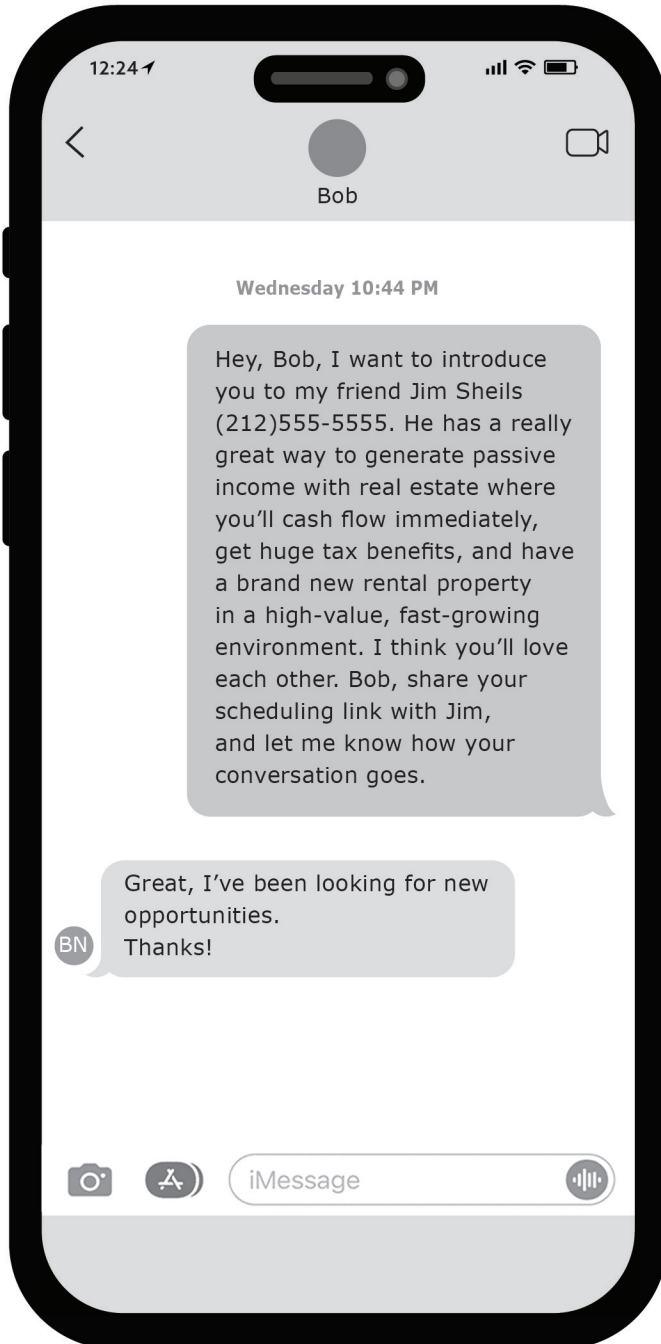
“Hey, Bob, I want to introduce you to my friend Jim Sheils. He has a really great way to generate passive income with real estate where you'll cash flow immediately, get huge tax benefits, and have a brand new rental property in a high-value, fast-growing environment. I think you'll love each other. Bob, share your scheduling link with Jim, and let me know how your conversation goes.”

Short, sweet, and powerful. Don't let the simplicity fool you, though. There is a ton of subtle language and influence patterns embedded in this message that gets results.

After working with thousands of business owners and entrepreneurs, I've noticed that one of the universal pain points keeping people up at night is the need for more prospects and sales. Fixing that problem starts with lead generation — or more accurately, *qualified* lead gen. Organizations of all sizes spend a good percentage of their time and money not serving their customers but trying to bring new bodies in the door. (You'll hear more about my background in marketing and the lengths to which businesses will go to market themselves in a future chapter.)

The goal of marketing is to reach your ideal customer and prime them for a sales conversation or call to action. But let's be honest. A lot of marketing simply does not work, or takes

Introduction Text



place to stroke the founder's already-inflated ego. What if you could strip marketing and sales to its essence and do only what really *works*? You can.

I call this unbelievably simple process “Referral Party,” and it is pretty much exactly what it sounds like. You and a trusted colleague get together, pop the cork on a bottle of wine or beverage of choice, and scroll your mental Rolodex for clients you can refer to each other. Most importantly, it follows one of my biggest rules, “*No Homework*.” That means those referrals are made in real-time, in less than an hour.

Here's the best part: I typically make five to 12 introductions in 30 minutes for my partners, and 90 percent of the time 80 percent of them reply and book a conversation in 10 minutes. If you're a decent closer, 30 to 60 percent of those qualified leads will say yes to a five- or six-figure deal on the first or second call.

The Referral Party process has generated literally millions of dollars for me and my clients. I mean it. I've referred and booked over \$200,000 in business from a single Referral Party in less than a week multiple times, and this book will show you how to do it, step-by-step.

It works in virtually every industry, for virtually every business owner or entrepreneur, anywhere in the world:

- Financial Advisors and Wealth Managers
- Business Coaching and Advisory Services
- Professional Services
- B2B or B2C Channel Marketing Partners
- Legal

- Real Estate
- Construction
- Manufacturing
- Software

And if you're not in this list and not convinced after reading this book, send me an email and try to convince me, "but my business is different." It's not. Every and any business can grow with high-quality relationships and referrals. Period.

Businesses shrink and die from a lack of imagination, a lack of courage to make a simple ask, bad offers, poor messaging, and a good old-fashioned scarcity mindset. If you need help with that stuff, make sure you read my other book *Your Next Act: How to Create a Business You'll Love for the Rest of Your Life*.

But don't let the simplicity fool you. There are plenty of places you can go wrong — which is why I wrote this book. You'll hear where the idea for Referral Party originated, you'll learn why, after decades making millions creating traffic and funnels for business, I chunked it all, and you'll read a bunch of stories of how Referral Parties are working for businesses like yours.

Then we'll get into the nitty-gritty of the process so you'll see exactly how to implement your own Referral Party. (Read that section carefully; there are a few steps that will make the difference between a 7-figure Referral Party and one that won't pay for a box of Kleenex as you cry yourself to sleep).



CH. 1

THE PROBLEM WITH LEAD GENERATION

I've spent a good portion of my life trying to make it easier for companies to find customers for their high-ticket offers. Back in the 90s, I figured out how to automate SEO by writing code that would generate tens of thousands of websites a minute and get them online and indexed very quickly. That technology eventually became Traffic Geyser. My next company, Instant Customer, was the first automated mobile text marketing system that automated lead generation with voice, intelligent funnels, and integrated customer intelligence systems. As a result, I got known for creating push-button marketing systems.

Eventually, I wound up selling those businesses in a roll-up to a publicly traded company.

I've immersed myself in the world of clicks and CTAs, turning over every rock and pebble I could find so I could pass on my strategies and knowledge to my clients. I've built websites, funnels, and campaigns that have generated tens of millions of clicks and tens of millions of dollars, sometimes in a matter of days. I've helped a lot of people get rich. By just about any account, I'd be considered "successful" and have helped others do the same.

Now, after 20 years in direct response marketing, I've come to a conclusion.

**Lead generation is,
quite simply, a math problem.**

Let's keep this really simple and say you need \$12 million in sales this year to meet your goal. We can easily reverse engineer this:

\$12 million a year is \$1 million a month.

Your average customer or client is worth \$100,000, so that's ten clients each month.

Your close rate on sales calls is 20 percent, or one in five.

That means you need 50 sales conversations per month to close the required ten. That's doable.

But how are you going to get those 50 leads?













Here's where things go off the rails. A lot of people think that all they need is a funnel or campaign, like it's some kind of magic bean that is going to instantly grow leads and make everything A-OK.


Lead-Generation Table

GOAL: \$12 MILLION PER YEAR













AVERAGE CUSTOMER VALUE = \$100K

Need **10 clients per month** to make \$1mm each month.

\$1M JAN	\$1M FEB	\$1M MAR	\$1M APR	\$1M MAY	\$1M JUN	\$1M JUL	\$1M AUG	\$1M SEP	\$1M OCT	\$1M NOV	\$1M DEC
\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*	\$100K x 10*
											
* Need 10 clients per month											

20% CLOSE RATE = 1 IN 5 

That means you need **50 sales conversations per month** to close the required ten.

50 	50 	50 	50 	50 	50 	50 	50 	50 	50 	50 	50 
CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10	CLOSE 10

THAT'S DOABLE.

Let's go with that idea for a minute. There are a ton of ways to generate leads, but let's say you've had good success (which is a relative term) with direct response. You typically send 100 text messages and get one response. (Yes, 1 percent is considered really good, especially in our world of spam, scams, social media, and fake news.)

But how do you get the list of people to send that text message to? You'll need a Facebook ad campaign, a YouTube or Google ad, or some other mechanism to capture people. And if you've touched social media ads lately, you know it can take a ton of money to get any kind of positive results. You'll need to create and test different ad types, play around with your call to action, constantly adjust your target audience... YUCK.

Sure, you *could* do it on your own. Lots of people do. To keep it in-house and do any kind of volume, you gotta hire a lot of people and deal with a lot of moving parts. You've got an ads expert, a designer, a copywriter, maybe a photographer, a social media manager... And what I tell people who want to do this at scale is that you're probably going to dislike a large percentage of the people you have to employ to make all this stuff work. Most of them won't have any more idea of what they're doing than you do. That means you'll have to be all over them, all the time, asking them why your ad for your real estate deal is showing up next to videos about declaring bankruptcy and why your website crashed the morning of what was supposed to be a seven-figure launch. DOUBLE YUCK.

Now your simple math problem has become differential calculus with a side of stress. The whole thing is a freakin'

nightmare. And that nightmare is why digital marketing agencies make bank — because the average Joe or Jill business owner or entrepreneur wants nothing to do with the black box that is social media advertising. They won't get any better results than you would, but at least you won't have to log in to Google Ads Manager 20 times a day and give yourself a mental hernia. You're basically paying the agency to take the personnel issues off your plate, not for results.

Suddenly, your 50 sales conversations per month turn into hundreds of thousands of impressions that lead to tens of thousands of clicks that maybe, if you're lucky, add a few thousand people to your email/text list... which, if Mercury isn't in retrograde and you light a candle to St. Joseph, the patron saint of lost causes, you'll get 100 appointments that lead to 20-50 actual conversations.

It's like going from San Diego to New York by way of Prague with a two-week layover in Perth. In other words, there are a lot quicker ways to get where you want to go, even if that means you don't get to see the quokkas in Australia.

When I took a step back and started looking at the lengths businesses were going to in order to score a few dozen warm leads, I was appalled. The process of targeting, reaching, and converting customers had become Frankenstein's monster, hacked together from spare parts, spareribs, and spare tires. It was ugly to look at and worse to use. It was clunky, unpredictable, and often frightening.

I thought, "There has got to be a better way." (Note: Most of my career has been built on that very statement — finding better and easier ways to get where people want to go.)

There had to be a way to get vetted leads without jumping through the hoops of a multi-part funnel that could break at any point.

There had to be a way to avoid the insanity, irritation, and incompetence that come from managing an in-house marketing team.

There had to be a way to reach your perfect target audience without being forced to put up with the abuse that is social media advertising.

There had to be a way to shortcut the steps most businesses were going through to find the people who could most benefit from their high-ticket offers.

And I was going to find it.



CH. 2:

A BRIEF HISTORY OF MARKETING

Think back to the way people — say, your parents or grandparents — used to find out about new products and services before Internet marketing came on the scene. Typically, it would be one of three ways:

- Someone they trusted would tell them about it.
- They'd hear about it on TV or radio, or read about it in the newspaper.
- They'd get a direct mail piece (on actual paper, in their mailbox, sometimes with a real stamp!) promoting it.

When the Internet became a household thing in the 90s, it wasn't long before companies realized they could take marketing

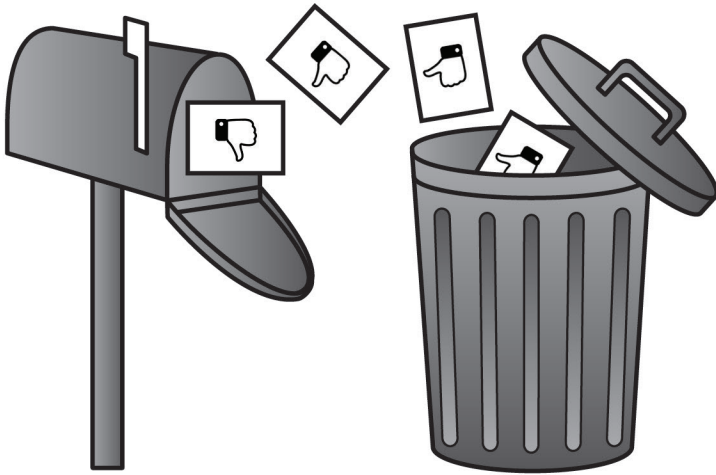
online. Pop-up ads, spam, and follow-you-around-the-Internet dynamic ads were born (damn marketers ruin everything!).

Despite how desperately designers and data scientists try, the most effective marketing means by far has always been (and will likely always be) word of mouth for both business-to-business (B2B) and business-to-consumer (B2C) companies. It doesn't matter if you're shilling a multimillion-dollar software system or an \$8.99 squeaky toy for your pet hamster; hearing it recommended by a personal connection makes you much more likely to give it a whirl. In fact, people are 90 percent more likely to buy something when it's recommended by a friend, and word-of-mouth impressions are 500 percent more effective at generating sales than a paid ad.

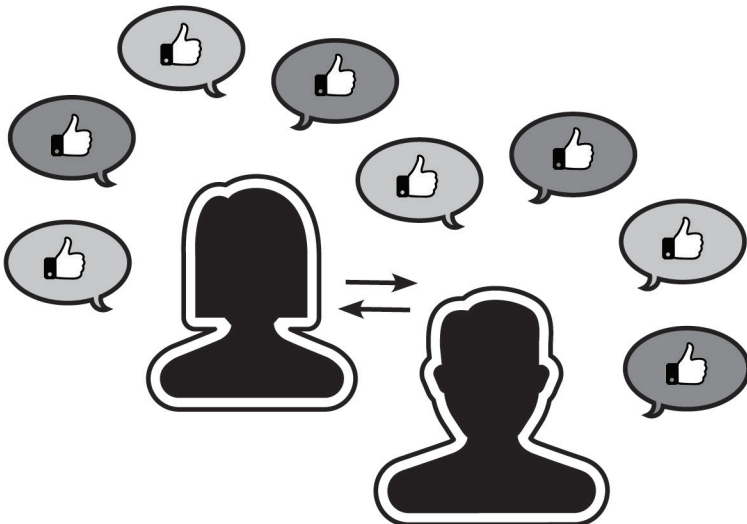
We buy what our friends buy. We shop where our friends shop. We eat, dress, live, and act like our friends do. Why? It comes down to trust.

Contrast these two scenarios:

Scenario #1: You go out to your mailbox at the end of your driveway and grab a handful of brightly colored circulars and pamphlets — junk mail. One is a promotion for a new high-end steak joint that just opened in town. Alongside the mouth-watering photo of a perfectly prepared filet mignon is the slogan, “The best steak you’ll ever eat.” You think, “Huh, that looks good. We will have to try that sometime.” And into the recycling bin it goes. Maybe sometime in the not-too-distant future, you need a restaurant for a fancy dinner, and this one comes to mind, so you decide to give it a go. Maybe you’re driving around one night, you and your spouse are hungry, and you remember that ad. Or maybe not.



Junk Mail vs Word of Mouth



Scenario #2: You go out to your mailbox at the end of your driveway to get the mail and spy your neighbor doing the same thing. “Hey, Jerry, what’s new?” you greet him. “Hey! We just had dinner at this incredible steak house. The food — I swear it was the best steak I’ve ever eaten. You gotta try it.” “That sounds great. Our anniversary is at the end of the month, and I’ve been looking for a new place. That last place you told us about last year became our favorite restaurant in town. We go there every month!” You get the name of the restaurant, and before you make it back to the house to throw away your junk mail, you’ve made a reservation.

Why do you trust Jerry and not the ad in your mailbox? Because Jerry has good taste. The last time he told you to try something out, it was great. You’re likely to trust his advice.

We know Amazon has an ulterior motive when it shows us a \$659 toilet seat warmer in the “recommended for you” section of their homepage. They don’t really know us or care about us (beyond how much we spend on Prime Day).

We know Kim Kardashian (or any other member of their viper pit of rotten animals, *er, I mean family*) isn’t telling us about a fabulous new truffle oil out of the goodness of her heart. She couldn’t give a flying fig if we buy the oil and don’t like it — she’ll get paid either way.

The point is, when someone is paid to tell us something, we are (mostly) smart enough to know that we’re not going to get their unvarnished opinion. We’re being sold to, and we know it. The barriers go up, our BS meter kicks in, and we become cynical and suspicious. When Shaquille O’Neal is promoting

Burger King, there's a chance he really likes it. But mostly he's getting paid to say he does.

When Jerry pushes us to try a new place, though, we know he's doing it because he thinks we'll like it. Not only does he not get anything if we take his advice, if we end up *not* liking it, it could damage his reputation (plus we'll tell him how rotten his judgment is). His interrelational stock with us goes up if his recommendation pans out and drops like a rock if we end up having the worst dinner of our lives. Unlike Kim K., Amazon, and Shaq, he personally is better off if we like his recommendation, and worse off if we don't. That's where trust is born.

Corporate marketers have tapped into this fact (told you they ruin everything!). Sites like Yelp, TripAdvisor, the "Audience Score" on Rotten Tomatoes, and Rate My Professors are dedicated to unpaid reviews from people just like you and me. After all, are you going to trust a PR hack or your Aunt Sylvia when she says the bacon-wrapped scallops at the Newport Country Club were overdone?

Even Amazon saw the beauty and power of allowing customers to share their opinions, good and bad. Amazon Customer Reviews emerged in 1995, and many retail pundits thought the company had gone cuckoo. How could it be good to publish complaints about the products they were selling on their site? But consumers loved them, and now a product without reviews is seen with suspicion by shoppers.

And let's face it, every one of those sites is low on my trust score because you can buy reviews from China for every one of them. Many (if not most) of them are fake nowadays.

As I began to see the monster that had become marketing for my clients, these thoughts percolated in the back of my mind. I wondered why we'd gotten away from word-of-mouth marketing, and how that could be incorporated into modern business. There had to be a reason we were focused on these labyrinthine funnels...

Or was there? Maybe there was a way to apply the most effective marketing strategy to the digital age to eliminate the pain that my clients were experiencing. Maybe referral marketing would be the solution.

- 1 O'Neill, S. (n.d.). *Word of mouth marketing: Stats and trends for 2022*. Keep Upgrading - Skills. Knowledge. Network. Retrieved October 2, 2022, from <https://www.lxahub.com/stories/word-of-mouth-marketing-stats-and-trends-for-2022#:~:text=64%25%20of%20marketers%20agree%20that,more%20sales%20than%20paid%20media>.
- 2 Saleh, K. (2018, April 11). The importance of word of mouth marketing – statistics and Trends. Invesp. Retrieved October 2, 2022, from <https://www.invespro.com/blog/word-of-mouth-marketing/>
- 3 Ante, S. E. (2009, October 15). *Amazon: Turning consumer opinions into gold*. Bloomberg.com. Retrieved October 2, 2022, from <https://www.bloomberg.com/news/articles/2009-10-15/amazon-turning-consumer-opinions-into-gold?leadSource=uverify+wall>
- 4 Petersen, B. (2021, August 20). *Why reviews are important on Amazon*. Pattern. Retrieved October 2, 2022, from <https://pattern.com/blog/why-are-reviews-on-amazon-important/>



CH. 3

EUREKA!

As I looked back on my experiences in marketing systems, there was nothing wrong with what I did. I made a lot of money for a lot of people. But in retrospect, I think if I'd focused on good, old-fashioned, referral marketing in the first place, I would have gotten a lot farther and built a much bigger, better brand.

The preferred way of building a long-term brand is to have other people talking about you and how awesome you are without you giving them something in exchange. In other words, they're just excited about what you have to offer. When someone is willing to put their reputation on the line to make a referral, it means something. There's no hack or shortcut for putting real skin in the game.

When you couple the outcome of that approach with the frustrations of "traditional" marketing with all its moving parts and

people, and with the fact that most marketing is an abject failure because most marketers just aren't very good at what they do... well then, a simpler form of marketing becomes very attractive.

I started mulling over a way to combine word-of-mouth marketing with a more modern approach to networking and lead generation. After all, telling friends and colleagues about new discoveries, like a great tax accountant we met or a health podcast they just have to listen to, is something we do naturally. How could I harness this human desire to share and connect and use it for business — particularly B2B businesses?

Other marketers were using referrals to drive leads and sales and, to put it bluntly, they sucked at it. I'd look at what approaches they were using, and I'd think, "Yeah, no. I'm not doing that." They were too sleazy or too transactional or just not suitable for high-ticket items. There was a seed of something powerful, but it was being lost in the heavy-handedness of these hacks.

Justin Donald, one of my Superpower Accelerator clients, got to be the lucky beneficiary of my experimentation. Justin and I were at my beach condo in La Jolla for my Superpower Accelerator experience, a three-day one-on-one workshop where we transform or create your business from the ground up. On our first day together we created Justin's new brand as the Lifestyle Investor and designed a \$50,000 mastermind offer. Now it was Day Two, and it was time to push him further. (If you are an entrepreneur, business owner, or founder, you can read more about these transformational private events here: MikeKoenigs.com/Go)

"What about one-on-one coaching?" I asked him. "What would it be worth to spend a year with you privately, with you

teaching and mentoring someone on how you invest and how you think and putting some of the deals you've pre-vetted and invested in yourself?"

Justin thought about it for a minute and then tentatively said, "Do you think \$15,000 is too much to ask?"

I almost fell out of my chair. Here was someone who could help people make millions in a very short period of time, and he was worried that \$15K was too much. "Dude, that's ridiculous," I told him. "This is worth \$250,000 or even more to the right person."

Like many of my clients, Justin couldn't believe that he could ask for — and receive — that much money for knowledge that was second nature to him.

I said, "I'm gonna prove it to you," and I started wracking my brain for someone who would be Justin's perfect fit customer. Then 20 minutes later, I got a text from a guy I knew had recently sold his business for a load of cash. Unfortunately, a financial advisor invested it poorly, and he lost almost 10 percent of his net worth over a couple of months when the market dropped — something Justin's approach to investing guards against.

I knew this guy was in pain. I knew he had capital. And I knew he'd be a great fit for Justin. If nothing else, it would be a great opportunity for Justin to test out his messaging and branding that we'd just put together the day before.

I texted my friend back and asked him what he was up to. "I'm staying at the La Jolla Shores Hotel and wanted to see if you were free to get together," he responded.

I told him, "Today's your lucky day! You are across the street from my condo right this minute, and I want to introduce you to the Lifestyle Investor, Justin Donald. Not only are

you going to love him, but he wants to make sure you never lose money in an investment again — and he wants to help you make up for your recent losses.” Of course, he was all in.

Remember, we had just put together Justin’s new identity as the Lifestyle Investor less than 24 hours previously. Justin was still working out the details and trying on his new persona. But I teed him up. When we were all in the same room, I told my buddy, “This is Justin Donald, the Lifestyle Investor. He is one of the smartest investors I’ve ever met. He knows how to reduce risk, create great returns, and find deals that are invisible to ordinary folks.”

So they started talking, getting to know each other. I helped Justin with the right messaging to create more confidence, and within the span of that conversation, a quick referral from me turned into a \$250,000 deal for someone who had never received that much for his services.

Talk about transformation! It blew both of us away. Justin had validated his new identity and worth, and I had validated what I had long suspected: that word-of-mouth and referrals can shortcut the marketing and sales process — even for huge deals.

I then started thinking about how to make the process even more efficient and how to do it at scale. Why had this particular referral panned out so well? Could I replicate this with other clients? Could a single conversation generate four, five, or six referrals? Would this work in other industries? At other price points? What would make it better, faster, stronger, more profitable? I had a hunch about the answers to these questions, and I wanted to test it out.



CH. 4

THE \$250,000 FORMULA

Obviously, both Justin and I were pretty stoked about the results of our initial exploration into referral marketing. To the outward observer, it appeared that a quarter of an hour conversation led to a quarter of a million-dollar payday. Not bad.

In terms of that math, we talked about earlier, the formula was simple:

1 referral text → 1 sales conversation → \$250,000 sale



NO funnel



NO social media ads



NO landing page

-  **NO** website
-  **NO** salespeople
-  **NO** tech
-  **NO** digital marketing agency
-  **NO** org chart full of people you'd like to punch in the throat on a daily basis

Basically, an infinite return on investment (ROI).

But before I got too excited and started trying this strategy with my other clients, I wanted to make sure this would work with other businesses and other offers. How could I systematize and templatize this to make it as foolproof and efficient as possible? How could I ensure I fully understood what made for a successful referral? Like a baker perfecting her sourdough recipe or a brewer going after that perfect IPA, I wanted to make sure every ingredient was accounted for, quality checked, and optimized.

So I started by figuring out why it had worked so well with Justin Donald. My logic was that by deconstructing what happened with the Lifestyle Investor, I could determine what elements were critical to the success of that particular referral.

What was it about Justin's business, his offer, and his messaging that made it so attractive? What about my friend — what was going on in his life and what was on his mind that made him the perfect fit? What made it so he recognized the opportunity and bought in? And me... What part did I play in this? Would my friend have been equally excited if he'd heard about Justin on a podcast or through a colleague he knew well but had never done business with? There was a lot to unpack.

Here's what I determined made Justin's situation such a success:



MINDSET. Though he was hesitant, Justin was in a position to transform his business and his own persona. He'd never asked for such a large dollar figure, particularly for a single transaction. Because we'd already spent a full day together, though, he was in a mental and emotional space to try something completely outside his comfort zone. If he'd had the same conversation a week earlier, I believe Justin would not have had the energy or presence necessary to ask for and receive \$250,000 for personal coaching. Thankfully, we'd already talked through the value of his offerings and created a new brand — the Lifestyle Investor. He just had to step into it, try it on, and own it.

Most importantly, Justin became clear about what his core “non-negotiable” values were and what he was looking for in a “right fit” client.



MARKET. Together, Justin and I had carefully described the type of person he'd love to work with, as well as who he could best serve. We'd mapped it out in such detail that when my friend texted me, I immediately knew they were a match. In fact, it was almost like the forces of the universe delivered exactly who Justin had ordered, right to our door — but even quicker than Amazon Prime!



MODEL. We had created Justin's business model for a mastermind the day before, and I knew a certain person in his market would also love the

idea of being mentored personally by the Lifestyle Investor himself. That's why I was pushing him so hard to develop a one-year one-on-one coaching option. We mapped out in detail everything you'd get with a direct relationship that wouldn't overly tax Justin or overwhelm the client. The conversation with my friend was proof of concept that my hunch was right. He matched the right offer to the right person at the right time.



MESSAGE. Knowing the right things to say to create confidence and desire in the prospect was absolutely key for Justin. This was a challenge because we'd just created his new business persona the day before, and he hadn't yet had the chance to practice and fine-tune his messaging. Fortunately, I was able to help him in real-time, connecting his offer to the prospect's pains and needs.



MEDIA: The final essential piece of Justin's success was what, for the sake of alliteration, I'll call it the **MESSENGER**. Who connected Justin to the prospect — meaning, who was the Messenger — was critical. Because my friend already knew, liked, and trusted me, he was able to pretty much instantly transfer those positive feelings to Justin, even though he'd never met or heard of him before. (Note: In Growth Accelerator parlance, the "Messenger" would correlate to the fifth of my six Ms, "Media." "Media" refers to how you get in front of your audience and drive them to buy now. The word "Media" doesn't quite make sense in this scenario, so I've relegated that role to the "Messenger.")



Coincidentally (but not really) these elements are the first four of the six Growth Accelerators that make up 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. 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*. Get it here: MikeKoenigs.com/NextAct

Once I identified these key pieces, I was able to begin the process of imagining a structure that might apply to any businessperson, any offer, and any industry. And with what I'd already proven with my Growth Accelerators, I could envision a repeatable, fool-proof referral system that would replace the clunky, attention-hogging traditional marketing funnel with something sleek, effective, and even fun.

Over time, I dialed in the process even more and the Referral Party was born. While I made some tweaks, the five components above remained. They're so critical that I'm going to dive into each one in later chapters. For now, just know that while simple on its surface, a successful referral is actually quite sophisticated if you want to get it right. Don't worry; I'll show you how.

Accelerating Growth with the 6Ms

As entrepreneurs, we all want the freedom to choose who we work with — and when and how we work with them — to multiply our influence, income, and impact. The 6 Growth Accelerators provide a proven roadmap to combine your unique ability or superpower with your passion, and then focus and frame it in a way that grabs attention, generates trust, and influences the right people to take positive action. In short, they provide a way to monetize value in your business that you don't yet see.



#1: MINDSET

What are the non-negotiable beliefs and core values that drive you and your business?

You must consciously manage and direct your mindset to get the results you want.



#2: MARKET

Who do you want to be a hero to?

You must understand your perfect ideal customer profile—the top 2% of your best clients — and repel those who are not a match.



#3: MODEL

How do you make money?

You must have a clear brand promise and a system to turn your intellectual property into products that help solve your clients biggest problems and get what they want most.

If you and I were to meet one to three years from today, what would have happened personally and professionally for you to feel happy with your progress? Why did you become an entrepreneur and a business owner in the first place? Was it freedom, freedom of time, money, relationship, and purpose?



#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?

You must be able to communicate clearly and effectively in the fewest number of words possible to grab their attention, build trust, create credibility, and influence them.

#5: MEDIA

What type of media do your ideal prospects trust and use the most?

You must have an effective and efficient way to get your message in the right formats and in front of the right people.

#6: MULTIPLIERS

What strategies and tactics best leverage the first five Growth Accelerators (M's)?

You must execute effectively to gain leverage, build momentum, and amplify your results. The better your accelerators and the more multipliers you use, the bigger and better your brand reach, results, and impact will be.



CH. 5

THE BIG PICTURE

Before we jump into the detailed discussion of each element of the Referral Party framework, let's look at the big picture so you can understand what we're working toward.

Basically, here's what happens:

You schedule a one-hour meeting, ideally on Zoom, with someone who you believe you can add huge value to through connecting them with their right-fit potential clients. Then you set a timer for 30 minutes. Let's say I'm doing this with my good friend Charles Byrd. I'd say, "Okay, Charles, what kind of offer do you have available right now?" Then Charles will tell me all about his current offer, how much it costs, and what the deliverables and brand promise are. Then I'll ask him who his perfect-fit client is for that specific offer, and he'll give me the details. I ask him to share a transformational story about a perfect client so I can have a case study

in my mind. I typically follow up with the question, “Who is *not* your client? Tell me about him or her.”

At the beginning of this session, I will 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. I also use Google Docs and share it with my partner so we can collaborate in real-time. I can’t stress this enough. If you aren’t working together in a single document, you’ll violate my #1 Rule: No Homework. This must happen in real-time while you are together or it won’t get done.

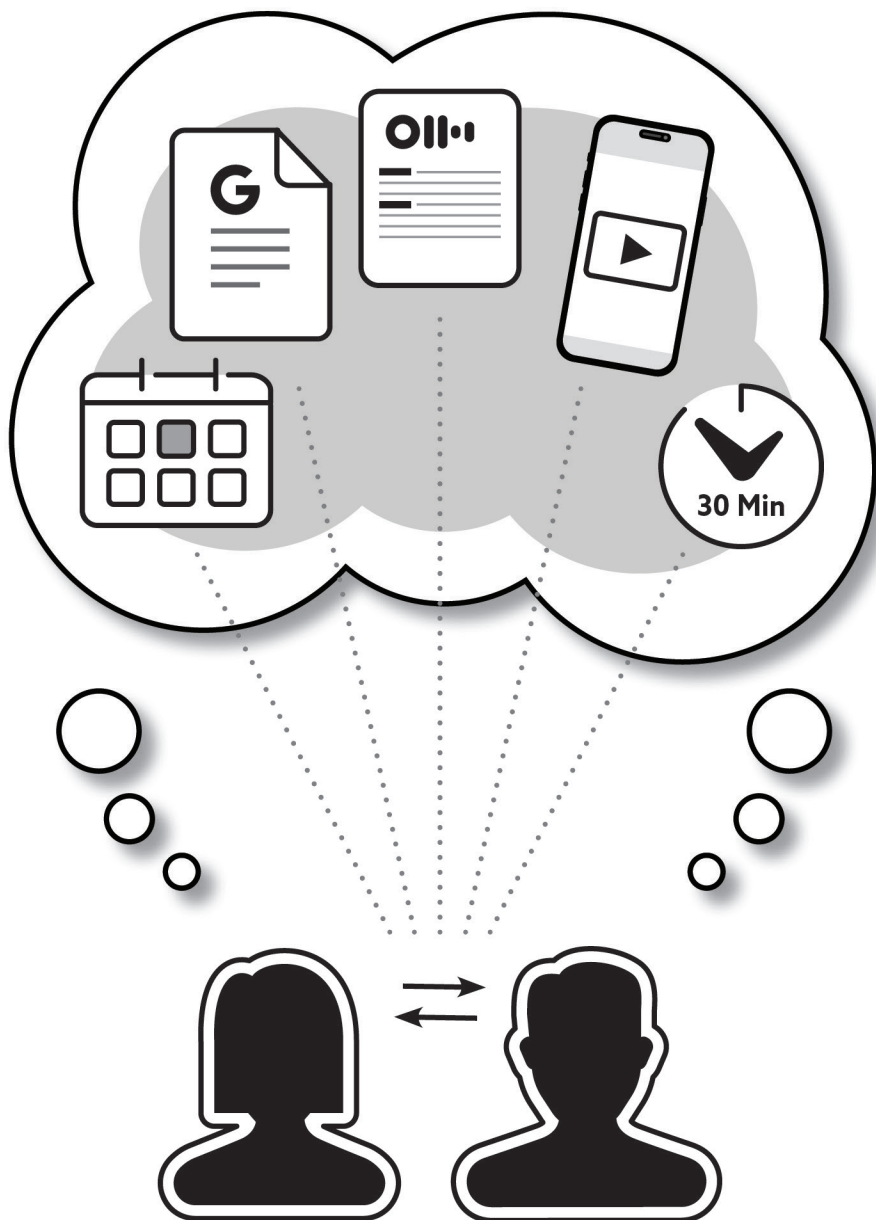
Then I’ll pull out my phone, looking for contacts I think would be a great fit with Charles’ offer and client profile. I like to start with my mobile text connections because those tend to be the most recent and most intimate. You can do the same with WhatsApp if you use that. Then hit your email. Sift through and look for people that you communicate with regularly. Type them into the Google doc so you have it in a list that won’t get lost or forgotten.

How to Find Your Most Frequent Contacts

Hint: If you’re a Gmail user, you can sort for your most frequent connections. Here’s how:

1. Open Gmail.
2. Click the “Apps” icon in the upper right of the screen.
3. Click “Contacts” A new window will open, showing all your email addresses.
4. Select “Frequently Contacted” and then search [previous name and/or email address].

Hosting Tools for a Referral Party



You can also look through your contacts database, your CRM, and your LinkedIn or other social media accounts if you use those for connecting.

Your goal is to identify between four and 15 people to get started. Once you've got a list, you'll record a short video introduction (see the Resources for actual scripts you can grab and use for your own). For example, I'll do a generic one, where I don't mention the referral's name, and then I'll do some specialized ones as well if there is something specific or special I want to include. The more personal, the better. However, creativity loves constraints, and a deadline forces efficiency.

Then, before the timer runs out on the first 30 minutes, start making text and email introductions in real-time. This is a huge key to why Referral Parties are so powerful; you're not waiting and doing it later; you're doing it in real-time. When the half-hour runs out, flip sides and your partner will sift through their contacts and make connections for you.

Note: I prefer text messaging over email because it's fast, and I can attach the video directly to the message. I prefer using iMessage on a Mac and have reached a point where I will NOT work with anyone with an Android phone because you can't attach quality videos of more than a minute. When you use iMessage, you can communicate two to 10 times faster.

Now, when done correctly, you will both start getting responses in real-time. And in my experience, you're going to get somewhere in the neighborhood of an 80-90 percent response rate as long as you have a quality reputation and send a

compelling message. I typically don't have anyone ignore me, especially if I'm texting them. We're trained to respond to our texts. And adding the video — that really takes it up a level and makes you almost impossible to ignore.

When you start getting responses — and you will — be prepared with your click-to-schedule calendar link (see the Resources section for a list of calendar services if you don't have one you already use and like).

Before you rush off and attempt your own Referral Party, let me slow your roll. Yes, you could do this right now without reading any further in this book, and you'd probably have some success. But I want to optimize your effort, so you understand not only what to do, but why. If you take the time to deconstruct my “positive, future-paced, assumptive” messaging, you'll understand why the response rates are so high. That deep comprehension will allow you to make this a repeatable process that becomes second nature.

Based on the feedback from my clients as well as my personal results, I've broken down the process into specific suggestions and guidelines. We talked earlier about experimenting like a baker or beer maker in search of the perfect outcome. Just like with bread or beer, an extra scoop of one ingredient, or the lack of another, can completely change the results.

Just as Leonardo Da Vinci knew, it's best to model and imitate, and then find your own way. Do it this way (or as close to it as you can), and then feel free to update, adjust, and improve. But you're not too good to try it this way first.

When you get this dialed in, you can expect the following:

- A couple of hours a month can support any professional organization. If you're hooking up with the right Referral Party partners, you can generate enough leads to fill any pipeline — without the mess and stress that come with “regular” marketing. No funnels. No paid ads. The highest-quality, pre-qualified leads you can expect. Simpler and fewer doesn't mean less.
- Your elevator pitch. You'll get really good at talking about your business. You'll need to be able to convey what you do, why you do it, and who it's for effectively, concisely, and simply so that someone else can repeat it to a third party and get it right. And by the way, you'll wind up figuring out what messages work best for your business and then use this for other Media channels.
- Iteration. You're going to see where your messaging weak spots are. Having the same conversation over and over will help you pinpoint where you need to revamp, transform, or recreate yourself. (If you find you need help with this, don't hesitate to reach out to me, the self-proclaimed King of Transformation, and schedule a call here: [MikeKoenigs.com/Go](https://mikekoenigs.com/go)).
- Ego. You're going to go face-to-face with your personal brand and business value. If you're full of BS, you'll know quickly.
- Empathy. You'll understand your prospective clients' pain points and perspectives at an entirely new level. If you've

been relegating sales conversations to your team, you will have a whole new appreciation for who you serve.

- Reputation. You'll learn real fast who your real "friends" are. You may think you've got a phone full of great buddies, but when it comes time to start referring, you'll find out who's willing to risk their reputations for you.

Now you've probably got a million and one questions. Let's start answering them.



CH. 6

GETTING YOUR MIND RIGHT

When you, as a private Superpower Accelerator client like Justin Donald, come to spend three days at my beach condo in La Jolla, we spend most of the first day just getting straight on who you are as a business owner. We clarify what you want to create for your life, and — in my mind, most importantly — who you want to become as a person. We dream big. We go deep, and when we do, we make the unseen seen.

Sometimes this Mindset adjustment process is a release as you recognize and own the parts of your heart and mind that you've turned off for so long.

Sometimes it's painful because it requires you to look at stuff — desires, hurts, wants, needs, and old traumas — that

you’ve pushed away and locked up because there wasn’t time or space to deal with it.

It’s always transformational because that’s why you’re here — to deconstruct, then reconstruct, your business and your life, creating something more profitable, fun, and fulfilling. Believing that you can have that in a matter of days instead of waiting years or decades for it “someday” is one of the most important shifts my clients make.



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. Get more information here:

MikeKoenigs.com/Go

The second shift is when we design a new brand, business, and persona, and you step into it. We get in front of the camera, creating assets including multiple interviews, a sales video or webinar, videos to overcome sales objections, articles, and more. You have no choice but to “perform in character” with your new look. It’s like slipping out of an outgrown full-length parka that’s three sizes too small and slipping on a silk blazer that’s been custom-made for you and only you. It feels terrific, but then you start thinking, “Where am I gonna

wear this thing? Is this really me? Maybe it's too fancy/too rich/too much..."

All the world really is a stage and the only thing holding you back is your old mindset — and old identity.

That's where Justin Donald was when I introduced him to my friend. He loved the identity we'd designed for him, but he was having trouble believing it was really his new life. Until he owned it, he'd be unable to successfully present his offers to prospects. There would be a disconnect between who he *felt* he was and who he was portraying himself to be.

People pick up on that lack of integration immediately, and it will sink a sale. It's the feeling you get when the waiter tries to convince you that you have to try the fish when he knows — and you know — that it's leftovers from last night. Humans can sniff out lack of integrity a mile away. They can also sense when you're trying to sell something you no longer have the heart for or that is a disconnect from your core purpose.

During Superpower Accelerator workshops, I help clients overcome this disconnect by roleplaying with you. You "try on" your new identity and I interview you, video you, and coach you. By the end of our time together you've fully integrated into the new "you." You've up-leveled your mindset and are ready to wholly own this next iteration. Every Superpower Accelerator workshop is intended to create a new identity and install what I call an "upgraded operating system" with a founder or business owner.

When we began the referral process, Justin and I had already spent a day addressing where he wanted his business

to go and who he wanted to be. We'd designed the Lifestyle Investor mastermind program, laid out the 10 Commandments of Lifestyle Investing (which would become the framework for Justin's Wall Street Journal bestseller, *The Lifestyle Investor: The 10 Commandments of Cash Flow Investing for Passive Income and Financial Freedom*).

So while he hadn't had time to become completely at ease with his new identity, we'd done enough work on his Mindset that he committed to the new business and brand. He recognized the value he'd produced for himself and other clients, and he knew he could repeat that for others. He was comfortable enough with the offer he was presenting and the ROI he knew he could generate so the sales conversation flowed well (with a little coaching from me).

Like Justin, you need to be comfortable with your value proposition, your price point, and yourself. When you get clear on your non-negotiable brand values, know who your perfect customer is, and have a great offer, messaging, packaging, and positioning, this process becomes easy and creates itself. There is no "kind of" or halfway when you're dealing with Referral Parties. After all, you're asking two people to believe what you're selling. First, the one you're doing the party with, who then must reach out to others on your behalf and be able to easily convey who you are, what you do, and why you should trust them.

If there's any hint of incongruence between who you are and what you're saying, the referral won't convert.

So, you're probably wondering how you ensure your Mindset is in the right place. I write about this process more extensively in *Your Next Act: The 6 Growth Accelerators for*

Creating a Business You'll Love for the Rest of Your Life, but here are the basics:

1. Define your personal and professional values and mindsets. What are your non-negotiables? What do you and your organization stand for and strive for?
2. What do you believe about life and about business?
3. How big are you willing to think and dream? What's the scope of your possibility for yourself and your business?
4. Congruence. Do the answers to the above questions come through in your business, brand, and offers? If not, you've got some work to do to get everything in alignment.

Another key point I want to drive home in this section is that you have to be willing to RECEIVE. This can be extremely difficult for high-level business people (particularly founders and entrepreneurs) to accept. You're probably really used to doing whatever needs to be done to keep the lights on and the (literal or figurative) product shipping. You turn off your emotions and desires, and git 'er done, day after day. The idea that you can have someone support you may seem foreign and even uncomfortable. This is another Mindset issue you must overcome.

One question I always ask my Superpower Accelerator clients is,

"Are you willing to receive everything God and the universe have to offer and want to give you?"

Well, are you ready to receive?



CH. 7

WHO DO YOU WANT TO BE A HERO TO?

Who's your perfect-fit client or customer? All business owners love the idea of creating a Market comprised only of the people they like best. But really, how often do you get to work with your ideal client? I'm talking about the client who makes you remember why you went into business. They don't haggle over price. They pay on time. They do what you suggest without complaining. They respect your time and appreciate your effort. They allow you and your team to do your best work, and then they go and tell all their friends about it.

Compare that to the opposite — the nightmare clients where every step of the way is a struggle. Or even worse are

the “almost but not quite” clients. They’re the ones who are so close to your ideal that you give it a go against your better judgment. It’s not long before the friction starts, and you lose way too much time (and possibly sleep) trying to make it work. I think these are worse than the obvious nightmares because you see how it could be, and though the gap between where they are and what they could be is small, it’s especially painful.

After talking to thousands upon thousands of business owners, I’d conservatively estimate that at least 20 percent of your current client base is made up of a-holes, nightmares, and “almost but not quites.” That’s a lot of aggravation, lost sleep, stress, and struggle. And as painful as it is for you, it’s exponentially harder for your team because they’re the ones who have to deal with these people on a daily basis.

That’s why, when I start working with a new client, I tell them that the first thing they have to do is to allow their team to fire the bottom 20 percent of their clients immediately. This typically strikes fear in the heart of the business owner. “What? Are you insane? How am I going to replace that lost revenue?”

You’ll replace it with Referral Parties. But if you don’t know who you want to work with — your “perfect-fit” clients who make up your ideal Market — you are not going to be able to describe them in enough detail so your referral partners will be able to identify who, out of their network of hundreds or thousands of names, fits the profile.

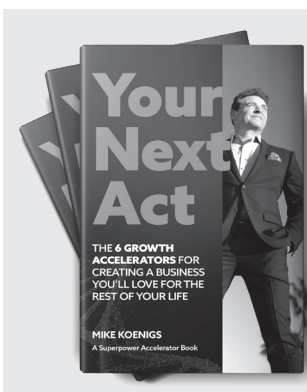
Business owners are notorious for focusing on the bottom line dollar-wise, and not considering the toll sub-par

customers take on the mental health of their organization. They tell themselves, “I’d love to work only with people with a net worth of over \$10 million, but this guy has \$5 million and he really needs the help...” or, “My sweet spot is with franchisees in the alternative health field, but there aren’t enough of them to focus solely on them, so I’ll take on this Arby’s.” Then they’re surprised when their team is pulling their hair out and threatening to quit.

It’s easy to say and seems hard to do, but you’ve got to set your non-negotiables and then stick to them. Don’t like lawyers? Say no the next time one approaches you, even if you get that sick feeling in your stomach as you imagine dollar bills flying out the door. Each not-right client you say yes to is blocking a perfect match (or more than one, because not-right clients take up more than their share of resources).

I’m a firm believer that you have exactly what you deserve. There’s a reason you attract who you do because of who your brand and identity are. It combines your packaging, positioning, messaging, and storytelling. It’s your brand’s authentic energy patterns. If those suck, so will your customers.

The session with Justin Donald worked so well partly because we’d hammered out his perfect-match client, so much so that when my friend texted me, I immediately knew I had to get them together. When you do a Referral Party, you’re looking for quality over quantity. You’re maximizing your effort by referring only a handful of people who are truly perfect for each other. Five perfect-fit conversations will be much more fruitful than 25 suggestions that *might* work.



I walk through several exercises for defining your perfect-fit client for your Market 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:

MikeKoenigs.com/NextAct

If you don't know who your ideal client is, *specifically*, you've got some work to do. Set aside time and dig into who you love to work with, and more importantly, why. What do these people have in common? What are their psychographics and demographics? Who do you want to be a hero to? Who do you have the most fun with? Who do you look forward to serving? Be selfish. Define your ideal person. Be able to express who they are in such detail that if I'm listening to you describe them, I get an immediate mental picture of who you're talking about and who I might know that matches.

Imagine your best friend is newly single and says, "Who do you know that you can set me up with?" You'll probably answer, "Ummmm..." as you wrack your brain for ideas.

But if they say, "Do you know anyone you can introduce me to? They have to be over 40, employed or financially secure, have a good sense of humor, love dogs, and be into fitness. They must live within 20 miles because I can't do the long-distance thing. It would be great if they liked wine and camping."

Contrary to what you might think, more specificity makes it much easier to think of people (in fact, you may have a couple of names in mind already!). That's because our brains like specificity, not generalities. If I tell you to think of a car, the chance that you will think of the same car I'm thinking of is slim. But if I tell you to think of a black Tesla Model S, we have a much better chance of being on the same page. This will hold true in Referral Parties as well.

If you're really having trouble, talk to your favorite clients. Find out why they chose to work with you. Listen to their problems and pain points. Have them tell you all the things they love about working with you. Then use that information to describe your perfect client. The more specific, the better.

When I bring clients into the studio, we're "performing" for specific right-fit people. We've defined our market with absolute specifics so when the camera is rolling, we've named our audience and are acting as if they are sitting in the studio with us.

Referral Parties work because we're performing 1:1 for specific individuals. Intimacy sells.



CH. 8

STEP-BY-STEP — NO HOMEWORK

In this chapter, we'll go meta. The next Growth Accelerator I address with my clients during their Superpower Accelerator vision days is Model: your brand promise, the transformation you deliver, and how you make money. In the transformative process, we create these elements based on your Mindset and perfect-match Market.

We're going to talk about the need to have a completely dialed-in model. After all, if you're asking someone to drop \$250,000 for a year's coaching with you, you'd better know what they're gonna be getting and how the value you're providing is worth way more than what they're paying.

Here's the meta part: in this chapter, I'm also going to give you the detailed Model for your Referral Party in a recipe

format. I walked you through the general overview in chapter 5, but I want to present it in a step-by-step tutorial so you can easily walk through it. Make sense? Let's dive in.

The image shows the cover of the book 'Your Next Act' by Mike Koenigs. The cover features a black and white photograph of Mike Koenigs, a man in a suit, standing with his hands in his pockets. The title 'Your Next Act' is prominently displayed in large, bold, white letters. Below the title, the subtitle reads 'THE 6 GROWTH ACCELERATORS FOR CREATING A BUSINESS YOU'LL LOVE FOR THE REST OF YOUR LIFE'. At the bottom of the cover, the author's name 'MIKE KOENIGS' is listed, followed by 'A Superpower Accelerator Book'.

I provide a detailed approach to designing your Model 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: MikeKoenigs.com/NextAct

First, your Model is all about value. It's not about quantity. It's not about how much stuff you can shove into your offer, tossing on bonus after bonus until your sales page looks like a Wal-Mart on Black Friday.

Instead, it's about knowing your client's wants, needs, and pain points so well that you can create a Model that gives them exactly the transformation they desire, nothing more and nothing less. Your comprehension of their underlying needs, the speed with which you deliver results, and the ability to tailor an offer directly to your client, are what will set you apart and enable you to charge a premium. (Note: This is also what makes my Superpower Accelerator vision days unique. We get more done in a matter of days than many full teams can accomplish in six months, a year, or more. (Want to find out if the Superpower

Accelerator process is right for you? Reach out to my team at MikeKoenigs.com/Go.)

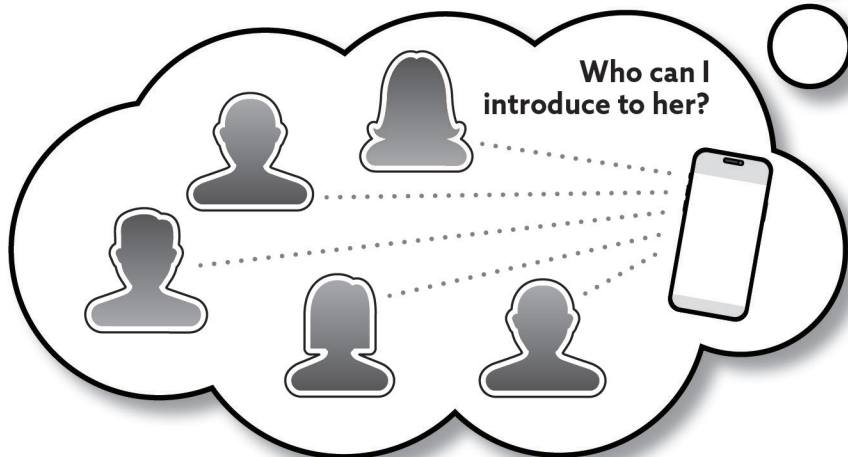
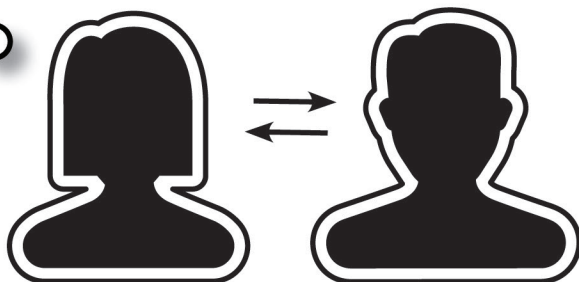
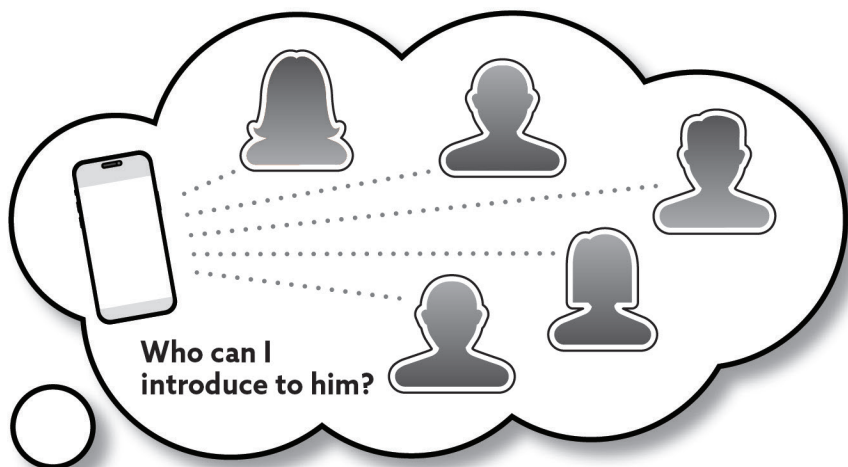
Particularly at the high end, people do not want to wade through fluff to get to the good stuff. One phrase I repeat over and over again when working with my clients is this: **Simpler and Fewer Doesn't Mean Less**. Cut the fat. Eliminate the extras. In virtually every instance, all those bits and pieces you added over time were a way to assuage a nightmare client (*"I want it in BLACK, not blue!"*). You can slash these, and your ideal clients will thank you, not complain.

Additionally, you need to have a repeatable process that allows you to generate that outcome over and over again. It's the unique, elegant, *simple* solution that provides the desired outcome to your customers each and every time.

The same goes for Referral Parties. The Referral Party is a lean, mean, lead-generating machine. You'll be tempted to make it more complicated than it is... but resist. Follow this streamlined recipe as closely as possible. Once you have it down, you can adjust. But remember, **Simpler and Fewer Doesn't Mean Less**:

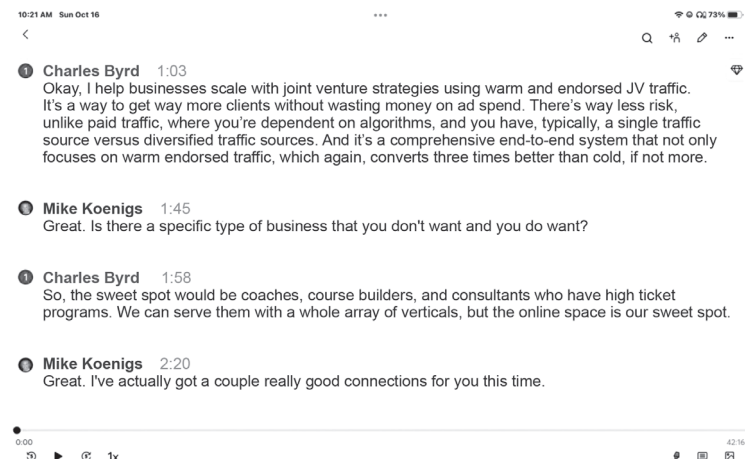
1. Schedule a one-hour meeting with a colleague or friend who has a respectable network of potential right-fit clients for you, and you for him or her. This must be done on Zoom or in person. If you elect to use Zoom, you both must be on laptops or desktops (not phones) so you can make videos, capture them, and capture notes.
2. Create a SHARED Google Document and share it with your partner. Use my template, found in the Resources

Referral Party



section so both of you can add and edit notes in real-time. 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 ReferralParty.com/Otter.)

3. Set a timer for 30 minutes. Person A starts by briefly describing their Model (offer) and Market (perfect-fit client they want to be a hero to). Person B asks clarifying questions, takes notes as needed, and modifies the text message and email templates to suit potential connections. Remember to grab segments from Otter as it transcribes in real-time. This can be really easy and fast!



As you are both communicating, a mastermind effect is happening. You're starting to stimulate ideas in your referral partner, of whom to connect you with, and vice-versa. When your partner is communicating their target market, you are filtering through your contacts in your mind and the most relevant ones will rise to the top. As they do, take notes.

4. Next, Person B starts reviewing their contacts for “perfect fit” referrals. The goal is four to 15 connections. I look through my “most used” platforms first. Here's the order I use:
 - Memory + Intuition!
 - iMessage/Text messages (most recent)
 - Email (Google allows you to search for most recent contacts)
 - Your contacts/database
 - WhatsApp, Signal, Telegram
 - Any other platforms you might use
5. Once Person B has their list, they begin recording introductions. Videos are preferred, followed by audio, then a short text or email in that order.
 - Generic. (“I want to introduce you to...”)
 - Personalized. (“[NAME], great to see you at [PLACE]. You mentioned you were looking for someone who could help you [OUTCOME.] I've got the perfect person for you...”)
 - See the Resources section at the end of this book for scripts and templates.

6. Here's my strategy for recording videos.

- a. **In Person.** When you're together, it shows the prospect that you have a relationship with your Referral Party partner, and the video will be much more interesting than an online version. This won't be as fast to send, but the quality and intimacy are higher.
- b. **Zoom to YouTube.** If you have a paid version of Zoom and a YouTube account, you can record from within Zoom to YouTube very quickly. You'll get a link immediately that you can text to your Referral Party partner and your connection. No uploads are required. It does require a certain degree of technical competence. BTW, this does enable you to connect with an Android user.
- c. **Record in Zoom.** You'll want to start and stop the recording for each video, so no editing is required. Unfortunately, you have to wait until you finish your Zoom session before you can download and convert your videos. This creates a potential problem: you have to depend on your Referral Party partner to actually DO IT. If you're working with a typical ADHD, type-A, "quick start" entrepreneur or salesperson, they'll get distracted and never finish.
- d. **Selfie to Computer.** This might sound kind of weird, but if you put Zoom in full-screen mode and do a selfie-style video as if the computer was your Referral Partner "buddy," you can introduce them and the quality is quite good.

Note: Check out the Resources section to watch me demonstrate these for you.

7. After Person B records each introduction, they send them to their contacts. However, I prefer to send the messages and content in real-time from my desktop (another reason to get a Mac). Text is preferred as people will respond more quickly. Email works. Continue until the timer runs out. I send my videos in real time because in minutes my referral partner will start seeing responses from people who start booking meetings. It's common to see 40 to 60 percent responses during our 30-minute segment.
8. After 30 minutes, Person B takes over and describes their Model (offer) and Market (perfect-fit client). Rinse and repeat.
9. When replies come in during this session — and they will — both people should be prepared with a calendar link for leads to reserve a time to speak. (See the Resources section of this book for suggestions on calendar apps.)
10. When the 60 minutes are up, celebrate! You should both have booked conversations. If this is someone you feel you'll continue to be able to give and get quality referrals from, book your next party for next quarter. I've found this to be a perfect amount of time between sessions.

If you have an objection at this point, I probably know what it is. It'll be something along the line of, "I'm not going to make an intro before I have permission first."

I get it. You've got to make a call on this based on the type of relationship you have with this individual.

It could be something as simple as "Hey [NAME]- I'd like to make an introduction to one of the smartest investors I've ever met. He has access to some great deals. I've worked with him myself, and I think you'd find some great ways to collaborate. Want a connection?"

Here's what someone would send before they introduce me:

" [NAME] - Right now I'm with a good friend Mike Koenigs who's worked with Tony Robbins, Dan Sullivan, and Joe Polish. He's a genius entrepreneur who launches personal and business brands. I know you'll really click and he can be hard to reach without a referral. Want an intro?"

They might insert a specific hot button that is hyper-relevant to the prospect like "He created a brand, offer, and pitch in a week that closed a \$35 million deal three weeks after it launched. I know you have a product you've been trying to get off the ground for a year. This guy is FAST."

My closest connections know I'm not going to ruin my reputation with a bad intro, so I don't need permission first.



Example: Watch Me Teach the Referral Party Method to Eric Francom

Visit ReferralParty.com to watch the video and get the transcript.



CH. 9

TELLING THE STORY

What's it take to go from “I don't know you” to “I know you, like you, and trust you?”

In the case of a Referral Party, the “introducer” is putting their reputation on the line and short-cutting the entire “know-like-trust” time gap. They're delivering a simple “here's why you should know each other, work with each other, and here's my vision for how you can collaborate.”

Example: Eric Francom

Here's a great example of how quick and simple this can be:

[NAME] - meet Eric Francom.

I wanted to connect the two of you.

Eric Francom was a dentist who built multiple practices, sold them to a private equity firm and got serious about investing. He quadrupled his net worth in only two years and is now helping professionals exit their businesses, maximize what they get, and take that money and invest it to get fantastic returns with minimal risk.

He has access to lots of deals that generate cash flow, dividends, multiples that aren't available through traditional means.

He's also a great connector and can introduce you to some fantastic relationships.

You two should chat and see if there are some interesting (and profitable) ways to collaborate.

Here's Eric's booking link to schedule a quick call:
[CALENDAR LINK]

You can download Eric's contact card here:
[VCFLINK]

Let me know how it goes-
Mike

In 30 seconds to two minutes, you can deliver an intro, brief description of each person, why they should know each

other, and your vision in a short video, audio, text message, or email (that's my preferred priority). In my experience, the two parties respond within 10 minutes when you send a video by text message. **Do not exceed 4 minutes, or your response rate will be dramatically shorter.** The prospect didn't ask for this referral, so don't give them an uninvited job to do.

MIKE'S SOAPBOX

This is important. When you read the next few paragraphs, you'll get it or you won't.

If one party has an iPhone (easy) and the other has an Android, you're limited to sending a text message and a 1-minute crappy quality video or having to put that video on YouTube, Dropbox, Google Drive, or some other platform to create a connection when you send a standard SMS message. In other words, it is a "giant time-wasting pain in the ass." This is why I don't do business with Android users.

Here's why: I create a very deep, meaningful, and intimate relationship with my clients and connections. I prefer efficient asynchronous communication (non-real-time) to keep things moving. When we do connect in real-time, we're going to get work done that produces revenue.

If I can't quickly and easily create a connection and reach out to you with high-quality audio or video, or a bunch of pictures via SMS, I simply don't bother. If communicating isn't easy and fast, the relationship will suffer. The chances of a misunderstanding or mistake increase. When your reputation and brand are at stake, don't let

a knuckle-dragging, club-wielding boob who's using the equivalent of smoke signals versus a supercomputer increase the risk of that happening.

You can send a four-minute, high-quality video with iMessage on an iPhone. On a Mac, you can send larger and longer files with drag and drop to any iPhone. It's super fast and efficient. In 30 minutes, it's possible to create 10-20 referrals that get results. If you're stuck managing files to connect to Android users, you're lucky if you can do a quarter of that. To me, that's a six-figure loss coupled with an aggravation multiplier. Hard no.

I will make an exception with overseas clients. In those cases, using WhatsApp, Signal, Telegram, or some other platform is necessary. Their desktop applications are excellent and get better all the time.

SMS is the gold standard. I've tested this for a long time, made thousands of connections, and produced hundreds of millions of dollars in transactions. At least 80 percent of those happened because SMS + video works best.

Yup. Apple is a closed system. If someone wants to have a religious argument about why their Android has some advantage over Apple, I exit the conversation. Apple won. Case closed.

The infrastructure for Referral Parties is very powerful, but it will mean nothing if you don't put the right stuff into the framework. How you talk about yourself and what you do will make or break your partner's ability to accurately convey your Model and value.

Example: David Deutsch, Copywriter

Here's an example of a text intro I did for a colleague, David Deutsch. I could tell you more about him, but instead, why don't you just read the intro??

Hi [NAME] -

Meet David Deutsch.

He's one of the top copywriters in the world who can make you a ton of money.

He's an awesome collaborator — I absolutely love spending time with him and his GIANT brain.

He's a short video I made for you with him:

ReferralParty.com/MeetDavidDeutsch

Examples of businesses David has worked on:

- Info-products (Boardroom Classics, Agora, John Assaraf).
He's sold millions of \$\$\$ in books, newsletters, and seminars
- "Passionate Markets" like golf, health, weight loss, and investing. Here's an example sales page: PowerSnapGolf.com
- Commodity products that need differentiation and a certain degree of education to sell and turn on the magic to create the "wow". Ex: Proctor and Gamble (laundry detergent, diapers, dishwashing detergent)
- Stuff with environmental "twists" that need the story or pitch done in (can't mention the specific brands due to confidentiality, but think the biggest brands in the world)
- Anything or anyone with an unusual challenge. He's an uncommon thinker.

Perfect-fit businesses:

- Been in business a while (not starting from scratch)
- Groundwork has been laid, prototyped, work done, some results, can now fix, refine, test, and experiment.

His website: DavidLDeutsch.com

Book a time with him:

Calendly.com/DavidDeutsch

Email: David@DLDeutsch.com

Let me know when you've connected and what happens next.

Mike

It's your job to make it easy for your partner to tell your story for you and set you up for success. If you don't give them a sense of what to say, they'll probably mess it up unless they really know you and what you have to sell OR know their connection really well and can translate exactly what you do in their language.

I can't stress this enough — and if you watch the examples we've provided in the Resources section, you'll see how I set up my referrals so they get close to 100% responses. **Just ONE relationship I introduced resulted in a \$35,000,000 (that's right, 35 million dollars) deal weeks after I made it.**

Free Resources: Scripts, Referral Videos, and Video Training

You can model my system with real scripts, text messages, emails, and videos I've made with and for real clients. I've included some in this chapter as well as in the Resources section of this book, but you can get even more at ReferralParty.com

Done correctly, Messaging pre-sells your prospects, answering the questions:

- Who are you?
- Why should I trust you? Mention a quick story or social proof.
- Why should I care about what you are selling?
- What are you going to do for me?
- Or better yet, what's the vision for our collaboration?

When you answer these questions, you can quickly grab your Market's attention, build trust, create credibility, and influence them. And when you do that, they raise their hand and say, "Wow! You're reading my mind. Where do I wire the money?"

One challenge: the Referral Party model is what I call a "no homework, small container, short tail" structure. In other words, you don't have days or even hours to build a relationship and get results. Do everything in one setting in real-time. You don't have weeks or months of follow-up. You have one hour — or rather, a

fraction of that — to convey your value to your partner in a way that they can pass it on accurately. Introductions are happening as you are working with your referral partner. No pressure!

Example: Justin Breen and Krisstina Wise

Here's an introduction without a video. Not as powerful, but it works.

Justin Breen, meet Krisstina Wise. Justin, just look her up. She's a Charismatic, Kolbe 9 Quickstart money guru. Great speaker. She teaches business owners money, investing, and mindset and has a rabid following.

She's in growth and scale mode right now. Her daughter Macy works with her, and she's a BADASS.

WealthyWellthy.Life/

SovereigntyAcademy.com/LearnMore/

Soon she'll have a new book, *Wise Money*.

Justin, I've described your business model, how you work and what you do. She might not be ready to pull the trigger YET but you're going to find all sorts of ways to collaborate and connect with other people in your networks.

Right now I want to get her on as many platforms, stages, and podcasts as possible...

And you'll quickly understand why both of you are two of my favorite people.

Love to both of you.

Mike

The most effective means for messaging is with authentic stories, particularly a take on the iconic Hero's Journey. Here's the Superpower Accelerator version:

Once upon a time...

A hero encounters a “dragon” and is called to an adventure...

After many failures, he meets a magical mentor...

Who helps him conquer his past demons and overcome his doubts and fears...

And vanquish the dragon...

And re-emerge, victorious, and reinvented!

If you're unfamiliar with this template, you might initially think you are the hero. After all, we all are heroes of our own stories. But in this case, you — the business owner — are the magical mentor, and your customer/prospect is the hero. The more completely you can have your prospect see themselves in the hero's role, the easier it will be for them to trust you to guide them (in other words, the easier it will be for them to buy from you!).

The more concise and descriptive you can make this story, the easier it is for your Referral Party partner to share it with their connections.

Can you see how I used the Hero's Journey framework to tell an awesome story for Justin Donald?

Recall what I said to my friend to get him engaged — and resulted in a \$250,000 deal that has renewed 2x and produced over 8-figures in investment results:



Once upon a time...

A hero encounters a “dragon” and
is called to an adventure...

After many failures, he meets a
magical mentor...

Who helps him conquer his past demons
and overcome his doubts and fears...

And vanquish the dragon...

And re-emerge, victorious, and
REINVENTED!

“Today’s your lucky day! You are across the street from me right this minute, and I want to introduce you to the Lifestyle Investor, Justin Donald. Not only are you going to love him, he’s going to connect you with some low-risk, high-return investments that can generate monthly passive income. You’ll make up for your recent losses. I’ll explain more when we meet.”

That’s an abbreviated version, but the pieces are all there (some are unstated, based on what I already knew about my friend’s situation):

Hero: My friend

Dragon: Financial uncertainty

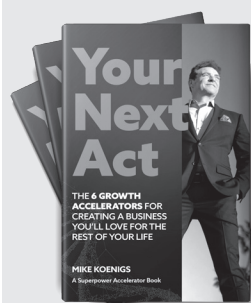
Magical Mentor: Justin

Past Demons, Doubts, and Fears: His recent financial losses — will they occur again? Can he trust his own judgment?

Vanquish the Dragon: “You’ll make up for your past losses.”

Ta-da!

As simple as this seems, it takes a lot of practice to boil down your Model to this level of specificity and brevity. With practice, it will become second nature.



Want help creating your own Hero’s Journey story? Get the template — and several others — 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:

MikeKoenigs.com/NextAct



CH. 10

THE MESSENGER MATTERS

Okay, so we've done some good work here. We've hit Mindset, Market, Model, and Message, four of my six Growth Accelerators in the Superpower Accelerator framework. You know why you're doing Referral Parties, who you're trying to reach, the transformation (and value) you provide, and how you're going to talk about it.

If we were working together over the course of several days, beachside in La Jolla, with the sound of the waves as our backdrop, we'd be moving into identifying the most effective channel to reach your ideal clients with the next Growth Accelerator, Media. We'd be identifying where your perfect customers consume their information and what format they trust.

If you're targeting Facebook ads to twentysomethings in Berlin and your ideal client is an Amish farmer in Lancaster, PA — well, that's a swing and a miss. Absurd example, but you get the point. You need to find the Message-to-Market-to-Media match.

With Referral Parties, though, there's only one channel — you. You make or break the deal.

We'll take a look at how this plays out, both when you're the one being referred (we'll call you Partner A) and the referrer (Partner B).

When you are Partner A, the success of the Referral Party will depend on your ability to tap your network for someone to “party” with. You need someone who has a great, high-value network of trusted colleagues of their own. Equally important, though, is the trust they have in you. You're asking them to put their reputation on the line by suggesting that their referrals work with you.

This can be a big risk. Most everyone's had the experience of referring business to someone they thought would take good care of their nearest and dearest, only to have that business owner drop the ball. The real estate agent never calls back, the lawyer passes the case off to an unqualified underling, or the plastic surgeon botches the nose job.

When I referred Justin Donald to my friend, I'd already created a trusted relationship. He knew I wouldn't steer him wrong. If I said Justin was the real thing, I'd stand behind it.

Example: Charles Byrd

Here's an example of a real-life intro I did for Charles Byrd, a JV expert. When you have a strong, trusting relationship with your network, this is really all it takes:

Hey [NAME]!

How are you?

Meet Charles Byrd. You want to know each other. He's a values-driven guy like you and a super-connected JV expert.

Here's a quick video intro I made with him:

ReferralParty.com/MeetCharlesByrd

He's been helping a lot of my folks diversify their lead sources with endorsed joint ventures.

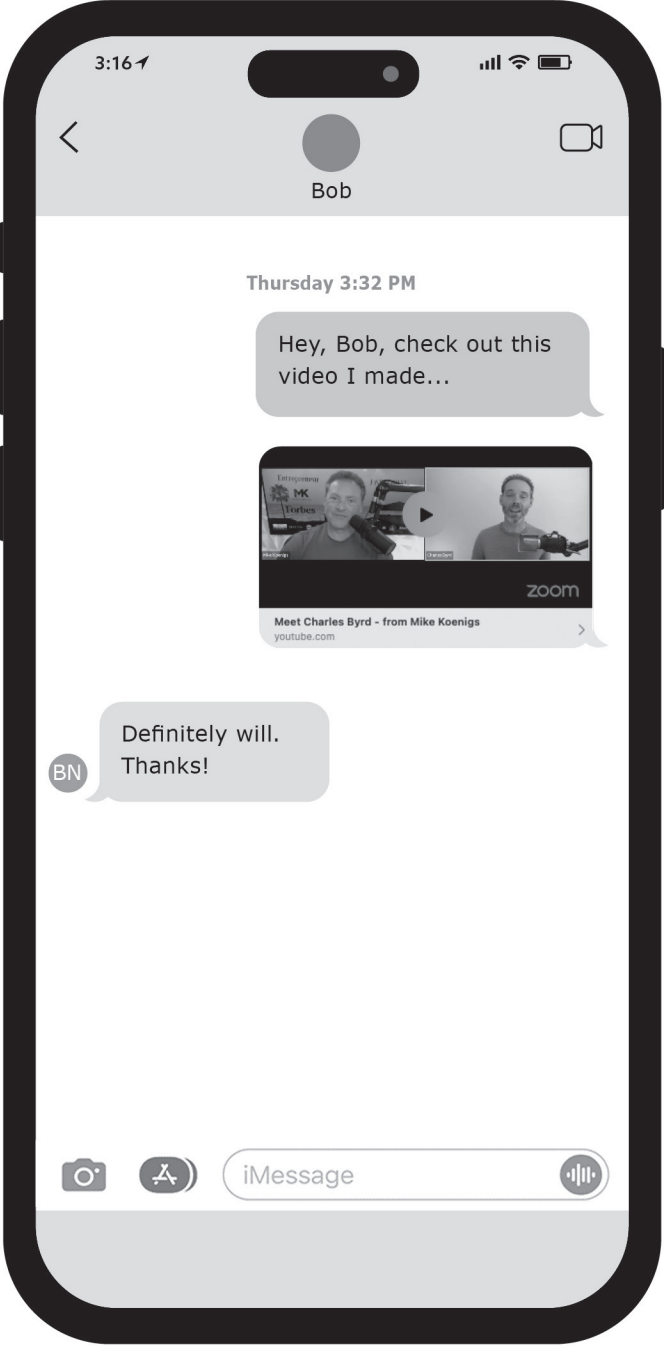
I'll let you two take it from here to explore possibilities! Happy connecting :-)

Mike

Want to create tens or hundreds of thousands of dollars with a simple text like that? Then your best choice for a Referral Party partner is going to be someone who:

- **You're willing to put your reputation at risk for.** While it's not necessary to have a decades-long relationship, it's going to be hard (though not impossible) to refer someone you barely know and vice versa. Having some level of connection and history will make you both more comfortable referring each other, and will make your

Closing Text



referrals stronger. (Compare, “Hey, I just met Mike yesterday,” with “I’ve known Mike for years.”)

- **Has seen you in action.** Because they’re going to be at-testing to your expertise and overall badassery, it would be great if they’d actually experienced your service or product, or at least seen the results of your skill. Again, it boosts the value of the referral to be able to say, “I saw her ask three questions and totally nail this guy’s issues.”
- **Is great at what they do.** After all, you’re going to be referring them out as well. It doesn’t matter how big their network is if they’re just so-so. You’re going to have trouble referring them to your people if you can’t endorse their work. I want to honestly say, “Justin is the best in the world at what he does.”
- **Has a solid network of people that overlaps at least somewhat with your market.** You could conceivably do a Referral Party with the kid who mows your lawn, but how many people does he know who are ready to lay down \$250,000 for a year of business coaching? And even if he knows them, how many will take his advice? Now, don’t be short-sighted and think about getting a direct customer. Connections to vendors, collaborations, and new channels or audiences can be more valuable than one client.
- **Has an abundance mindset.** I hate transactional relationships, people who are looking to do favors only when

it benefits them, or when they can store up an IOU to be cashed in at some point in the future. I avoid them like a pile of something on the sidewalk. If you're doing a Referral Party with someone who sees each referral for you as something that you now "owe" them, the whole process will be tainted. I want to partner with people who see a win for me as a win for them, and the same in reverse.

One of the best side products of Referral Parties is that it forces you to look objectively at what kind of job you've been doing creating high-value relationships. If you love the idea of Referral Parties but can't come up with a single person you could invite to partner with you, or if you have a great partner but no one to refer him or her to, you've got some work to do.

Likewise, if you reach out to people to partner with, or to refer your partner to, and you get a string of non-responses or negatives, you need to examine what kind of relationships you've developed. It's never too late to create those relationships. In fact, we'll cover some tips on finding referral partners in the next chapter on troubleshooting.

Looking for a community of win-win-win, abundance-minded entrepreneurs and peers who can become life-long friends and collaborators?

You might love our masterminds where we get people together to relax, eat, drink, and play in some of the world's most beautiful locations. Find out more here:

MikeKoenigs.com/MM



CH. 11

TROUBLESHOOTING AND FAQs

The Referral Party process is fairly simple and elegant, and I'm sure you could jump right in and make a go of it by this point. All the same, you've probably got some questions about how things work. Plus, there's always the potential of things going awry. I've seen the wheels come off plenty of times, so I'm going to start with some tips and then go into FAQs and answers.

Here's my biggest suggestion: When you're first starting out, stick to the plan as laid out in the instructions in chapter 8. You can change things up in the future, but by following these steps you can minimize the variables as I've already done the hard work and testing for you.

Next, you really need a tight offer that's been road-tested before trying a Referral Party. I jumped this step with Justin

Donald as we'd developed his one-on-one offer that morning, but I don't recommend this path when you're just starting out. The more comfortable you are with your Model, the more able you'll be to concentrate on your new connections.

Additionally, while Referral Parties remove the need for complicated sales follow-up by removing a multi-part funnel, you will still need to be comfortable and effective in a sales conversation. If this is a weakness of yours, address that before having five or 10 hot leads waiting to speak with you. Those referrals are worth big money, and you want to be ready for them. **DO NOT DO A REFERRAL PARTY UNLESS YOU ARE GOING TO BOOK CALLS AND FOLLOW UP.** If you don't have a scheduling system in place and are horrible at follow-up or don't have a sales team in place, your referral partner will never trust you and you'll both harm your reputations.

If you don't have a quality sales script or feel comfortable with sales conversations, go to ReferralParty.com/Sales to get a copy of my sales process. I regularly create sales systems and train founders and their teams on how to convert more prospects into high-ticket sales.

As you can probably tell from the detail I've gone into in this book, I'm big on optimization and iterative improvement. This requires role-playing and testing your message. I like to look at marketing as an experiment, always searching for ways to make things even more effective and streamlined. You can do the same. Keeping track of your outcomes can help a lot. If you don't have a great memory, make notes in a CRM or a Google Doc or your favorite platform in the cloud so it's never lost. Who did you meet with? How many

people did you refer to your partner? Who? Did they end up working with your partner? If not, why not? How many referrals did you receive? When you add someone to your leads database, write down who referred them and how your follow-up conversations went. Over time you'll be able to see patterns in your own network, your Referral Party partners, and your leads.

Okay, on to the questions (or objections) I commonly get about Referral Parties:

Q: “I love this idea, but I don’t know anyone I can partner with. Help!”

This is probably the biggest question I get because people are so bad at making authentic, win-win relationships with others. We either stay in our little silos or we see others at our level as competition. I believe in abundance and seek out relationships with others who do, too.

Your first stop should be to look through your customer database and find people you feel you can give quality referrals to. Start by GIVING FIRST. Get into that habit before you worry about getting. Once this process starts and you share offers, it's amazing how creative and abundant people get.

If you can't think of a single person to get started with a Referral Party, you've got some work to do. Join a high-level coaching group, networking organization, or other professional group (I've included a list of some of my favorites in the Resources section). Yes, you will likely have to “pay to

play,” but I’ve found that when there’s a cost to entry, you get better quality people because they are willing to invest in themselves and others.

I belong to and invest in Strategic Coach, Genius Network, Abundance 360, Mastermind Talks, and three other peer-based mastermind groups. Some of my best relationships belong to EO, YPO, Vistage, Singularity University, XPrize, Tiger 21, and Tony Robbins Platinum Partners. They can walk me into those groups or secure a speaking engagement, book giveaway, or whatever. I can’t stress how powerful platform affiliations are as a marketing channel. One referral to one platform could feed a business for years.

You can also ask your favorite clients what groups they’re in. And don’t overlook clients as referral partners. They fit a lot of the criteria I laid out in chapter 10.

Q. “I had a great time with my first Referral Party, but at the end of the hour, I had referred seven people to my partner and had only one in return. What happened?”

Sometimes things just don’t work out for no good reason. If this happens just once, chalk it up to bad luck and do another Referral Party immediately with a different partner. If this happens more than once or twice, one of three things is probably going on:

1. You aren’t clear on your non-negotiable values or market. Your partner didn’t understand your offer

or your ideal Market with enough clarity to either be able to identify people in their network who would be appropriate or to convey your offer to someone else. Go back to the early chapters on Model and Market and work through them (and get a copy of my book, *Your Next Act: The 6 Growth Accelerators for Creating a Business You'll Love for the Rest of Your Life*. I'll walk you through these in detail. Get it here: MikeKoenigs.com/NextAct).

2. You spent too much time on your partner and not enough on you. If this is the case, the solution is easy: set a timer for 30 minutes each and stick to it!
3. Your offer and messaging stink. Without exception, I listen to most founders and salespeople and can say “you talk too much and say too little” and “you teach too much and sell too little.” You’ve got to narrow your pitch down to a minute or two max and make sure your referral partner can describe what you do and who you do it for.
4. Your partner is stingy with their referrals. If you get the sense your partner just doesn’t want to share their network or isn’t collaborative, find better partners. Scarcity is an infectious mind disease. If you get it, it’s because you’re desperate or swimming in the wrong pod. Have the self-respect to say no to bad partners.

Q. “This is a brilliant idea but I hate video. Can I just do an email or text intro instead?”

You could, but you could also swim to Maui instead of taking a plane. Use the templates and scripts in the Resources chapter, and get over yourself. While text or email can work, video is better.

I decided long ago to quit trying to convince anyone of the power of video and why it's effective. If you're not willing to get over whatever story, trauma, or judgment someone else inflicted on you, this isn't a right fit.

If you absolutely cannot record a video (you just had a face-lift, you have a bad case of oozing poison ivy, whatever), a voice text or audio memo would be the next best way to do an introduction. Don't believe me? Test it for yourself. I don't have anything invested in being right, just being effective.

The only measuring stick that matters is your reputation and what's in your bank account.

Q. “I had what I thought was a successful Referral Party with my partner, but none of the people I referred went on to set up a call/become clients. I felt like a jerk.”

Watch the videos. Practice. Get better. Some of these won't work out and that's okay. Like I said above, sometimes things just don't work out. Look over the list of people you referred, and maybe even reach out to them to see what the disconnect was. You may find out that you thought your partner did XYZ and they actually do ABC. Or you may hear that they just

hired someone to do something similar. Or they may have no good reason, which may point to a trust issue — they didn't think your referral was a good one. The only way you'll know is to ask.

That one didn't work, NEXT!

I can promise you that the “problem” is one or more of the following:

- Enthusiasm sells! Smile, for the love of God and all things holy.
- Too many words, not enough substance.
- Unclear offer (or none at all).
- Lack of authenticity. Talk to the camera like you're speaking to the best customer you've ever had or your best professional friend.
- Audio or video quality, noise, or background.

Watch the examples and model what I do.



CH. 12

WRAPPING IT UP

There you have it, kids. Your ticket to quality leads in an hour. I'm serious when I say that in my decades of lead generation research and experimentation, this method blows all others out of the water. How else can you shortcut the process of finding leads for high-end products and services so efficiently? As we said earlier in this book, marketing is a numbers game, and I challenge you to find another strategy with stronger numbers than Referral Parties. And not only is it more valuable than any other source of leads, but it also reduces the number of moving parts dramatically. I'm not joking when I say you can do this completely solo with no team at all.

In sum, a couple of hours a month can produce enough leads to get any professional organization to seven or eight figures — and that's with you doing all the sales calls. If you have multiple salespeople to assist you, you can grow even bigger.

The more I do Referral Parties and teach them to others, the more I love them. I've gotten so many positive outcomes from them, above and beyond new customers and clients. One of the biggest impacts has been on the relationships I've developed with clients and friends. Taking an hour to intentionally set aside everything else and help each other build your businesses can transform your relationship. Everyone wants someone to listen to them and understand them, and Referral Parties are a structured way to do just that.

Another huge boon from Referral Parties is that it's like putting your business under a microscope. I'm a lifelong learner, and I view the world as a laboratory. When you do a Referral Party, you're actually creating an environment in which all the pieces of your business are tested. It's like agreeing to drive cross-country with your spouse. You think it's just about the drive, but you have to deal with a lot of other shit along the way, and you discover things you thought you knew but didn't (as well as some things you probably wish you didn't know, but now you do!).

With Referral Parties, you're going to have to look at your personal brand value and your business brand value from many different perspectives. How will you present it to your Referral Party partner? How will they present it to their network? How closely will those two points of view match? And so on.

For example, you've got to really understand the internal messaging and your own packaging and positioning for your ideal client, whomever that may be. Then you have to understand how to communicate with your referral partner and

help them communicate your message to their audience in a way that's meaningful and brief — with “brief” being the operative word. In fact, if you're frustrated with your marketing, you're probably talking too much and saying too little — and/or you're teaching too much and selling too little.

If this sounds like you, doing Referral Parties will force you to tighten things up. When you start doing Referral Parties, you'll listen to other people's perceptions of you, and after the third time of hearing someone mis-explain your business, you'll take the hint. You'll strengthen and capture your brand essence and value in a concise way that can't be misconstrued. You'll learn fast that it's not about you. It's about your ability to pinpoint and communicate what's important to you and how it overlaps with what's most important to your perfect-fit client.

Referral Parties also force you to listen to your clients. You'll start digging in deep to discover why they chose to work with you and what your unique selling proposition is from their perspective. They may not care that all of your team has advanced degrees in their fields of specialty; they come to you because your business hours last until 8:00 at night, and you're open on Sundays. Good to know.

When people ask me who Referral Parties *won't* work for, I always tell them, “People who are asshats or jerks.” I'll add another group to that list: the lone wolves.

At this point, I've run approximately 100 Superpower Accelerator Vision Day Workshops. I've had some people generate hundreds of thousands of dollars within just a few days using this method. The difference is that some people just don't have quality trust-based relationships. They're not necessarily

bad people or bad business owners; they just have never taken the time or made the effort to connect at a level that other people want to help them, trust them, or take advice from them. It's an error in judgment to think you can go through business or life on your own.

If you know about my story, you probably are familiar with my bout with Stage 3a cancer several years ago. I was fortunate to have some amazing doctors and medical providers on my team, but beyond that, I had an incredible group of friends, family, and colleagues who rallied around me. They were willing to do whatever it took to get me healthy, give me time to heal, and ensure that I had a business to come back to when all was said and done. They took over businesses for me, handled clients, and answered my emails — all because they valued our relationship, not because they thought it would add to their bottom line or benefit them financially. Those are the types of relationships I strive to create, and those are the types of relationships you need to make it through this crazy life of ours.

As you move forward with your own Referral Parties, recognize that while, of course, you're doing it for the sake of your company, don't lose sight of the larger picture. You're also doing it for your life.



CH. 13

RESOURCES

Recording Your Video

You can use Zoom to record your introductions, 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.

Scripts and Templates

Invitation for a Referral Party

Hi, [NAME],

I woke up thinking about you today because I was looking through my texts of a few of my contacts and I'm positive I could refer some high-quality clients to you.

Will you book a conversation on Zoom with me, because I have a powerful way to make some referrals?

I'll need to ask you a few questions so I can give you some right-fit people. And if you can think of some folks to refer to me, I'll make it super easy and do all the work for you.

Let me know, and I'll send over a link to book a conversation!

[YOUR NAME]

The General Template

Most intros I send end up being around a minute to a minute and a half. It's basically this:

- So-and-so, meet Justin. Justin, meet so-and-so.
- This is what Justin does.
- This is what so-and-so does.

- Then provide the context of ways they may be able to play together so when they do get on the phone, they're not sitting there trying to figure out why you're even talking to them.
- Drop in the calendar link.
- Ask for a follow-up ("Let me know how it goes.")

That's it!

The Outline

Here's a sample text template where you can fill in the blanks:

Justin Breen Swipe Template

Justin Breen - meet [NAME].

Justin Breen is a master connector who knows how to get media attention like nobody I've ever met. You'll love him.

Justin - about [NAME]. [FILL IN]

I thought I'd connect the two of you for a conversation. Collaboration opportunities.

LMK what happens after you connect.

Here's a version for me:

[NAME], meet Mike Koenigs.

You should know him. He's a marketing and business genius with a massive database.

He's built and sold 5 businesses of his own, worked with people like Tony Robbins, Darren Hardy, Brian Tracy, John Assaraf, and many other business leaders and founders.

He can help you launch a new business quickly, create new products, increase your sales, think bigger, create new marketing systems, and get your message out to a larger audience.

His email is Private@PaidForLife.com and phone is (858) 412-0858.

[YOUR NAME]

And another version...

[NAME], meet Mike Koenigs, the best Multiplier I know. You should know him. His email is Private@PaidForLife.com and phone is (858) 412-0858.

He's helped _____.

I'm certain he can help you _____.

[YOUR NAME]

Example For a General First-time Introduction:

Charles: “Hey, Charles here checking in with you. How are you doing? I’d love to connect you to my great friend, Mike Koenigs. Mike is a marketing legend. He’s consulted people like Tony Robbins. He’s in many groups with me, such as Genius Network and Flight Club. We send each other connections all the time. What he has done for the people I’ve sent his way... Number One, he’s super connected. He’s phenomenal at strategy. He helps with branding and really elevating the persona of a company along with helping them create far higher ticket offers. And in many cases, sell them before they’re even done making the thing. It’s pretty remarkable. And again, I’ve seen him do this several times with people I’ve personally referred over. Mike, want to say a few words?”

Mike: “Hey, thanks, Charles. Okay, so first of all it’s nice to meet you. I’m a big believer in “no homework” which means we meet and get stuff done quickly. I spend three days with the founder, like you. I’ve got a great place on the beach in La Jolla, California. So you come stay at my condo and we’ll either create a brand and offer or improve yours. We’ll build everything you need, and then spend some time in my studio. You’ll be in the other seat next to me, sitting there. I’m interviewing you and we create content, which can be a sales deck, a pitch, sales materials, video webinar, articles that we publish in *Entrepreneur*, *Forbes*, and *Fast Company* magazines, and I’ll feature you

on my podcast. But I've had people walk away and literally make a million dollars that same month with their clients. Michael Chu made \$1.2 million, and most recently Chuck Boyce closed a \$35 million deal from a business we invented in 3 days from scratch. And I say that not to brag, because it's not always about the money. Sometimes it's about elevating you and your brand, but either way, I'd love to connect and chat with you and see if I can help you out. And as usual, thanks a ton, Charles."

Charles: "My pleasure. So feel free to share your booking link with Mike, or Mike will send his your way and I will leave it to you two to connect. Happy connecting!"

Example For a Specific First-time Introduction:

Charles: "Hey Mike and Jackson, I'd love to connect you both. Mike Koenigs is a good friend of mine I've known for several years. He is an expert at building brands, creating high-ticket offers. Several clients I've sent him have done extraordinarily well from his work and advice. He's been in the game a while. He's consulted people like Tony Robbins; he's in the Genius Network and Flight Club. He's everywhere you want to be.

In any case, Mike, I'd love to introduce you to Jackson Milan, a great friend of mine and a client who has worked with me. He helps businesses scale by focusing on their core numbers and retaining more personal wealth so

they're just better at managing money. He runs a group program. He's a JV monster. He's done two million in revenue, just from joint ventures and cash-collected four million in backend. He and I share referrals all the time. I'd love for you to have a conversation."

Mike: "I'll make it super-easy. I'll make sure you get a link. Jackson, nice to meet you. And thank you, Charles. Well, the next step's yours, so I'll definitely get you a booking link, and I can't wait to go deep with you. Bye."

Example For a General Re-introduction:

Mike: "I want to introduce you to my friend Charles Byrd. He is one of the most connected JV experts I know. He's been a great connection for strategy and referrals for me personally, and also for everyone I've ever introduced him to. And one of the things he's really good at is helping you look at all your lead sources with endorsed joint ventures, although he thinks a lot bigger than that. He's added millions to some of my clients, and I know he is going to be able to do the same for you. So I think you've just got to connect with him because you're really going to like him. You'll be values-compatible and find other ways to work together. Charles, why don't you say a few things?"

Charles: "Mike, thanks so much. I'd love to connect, learn more about what you're up to and who

you serve and explore ways you can leverage endorsed joint venture traffic to scale that up. It basically diversifies your lead sources, in case you're dependent on something like Facebook ads. I've had many clients whose accounts have been shut down, or they're not able to scale past a certain point, so we help them diversify. It's a plug-and-play system to get up and going with your JV strategy, identifying ideal JV partners, and the whole system for snapping it in and getting it in production in less than five weeks. So if you'd like to chat about that, I'd love to chat with you. Feel free to share your booking link with me, or you can use mine."

Mike: "As soon as you've connected, tell me what's happened. Everyone always sends me the same message, which is, 'Charles is awesome. Thanks for the introduction.'" But I'd love to hear what you guys end up doing together. Okay, talk to you later. Thanks for watching. Bye."

Example For a Customized Re-introduction:

"Hey Ken, you already know Charles Byrd. You guys met through Joe Polish, and here's why I want to connect you guys again. Charles is exceptionally well-connected, and he's just got a massive database of JV connections. A few days ago, he introduced me to an

attorney that has an info product he wants to sell. Charles is the guy who can line him up with some joint venture traffic and partners to help him sell that. I think he can do the same for you.

Second, Will with Will at Work. I know he's looking for more traffic and more deals. I think Charles would be the guy to connect with Will as well, so I'm making this for both of you. Oh... I also think you should have Charles back on for a METAL International meeting where he can talk about JVs.

All right, Ken, I'll follow up this weekend. I love you, brother. Bye."

Example: Justin Breen

Here's a walk-through of part of a Referral Party, complete with videos:

1. Introductions

Text intro (create a swipe)

Hey [name]! How are you?

I'd like to introduce you to my good friend Justin Breen. He is a master storyteller and really good at helping you get your message out there.

I think you two ought to talk. Happy connecting :-)

[your name]

Email intro (create a swipe)

Sample Email Text:

Shawn - meet Justin Breen.

I just recorded a (really good) podcast interview with him that will be on Capability Amplifier soon BUT I wanted to connect the two of you.

Justin is a media master — he has a really unique and great way to get in the media, get attention, get on TV, and craft great stories.

I've already told Justin about you.

You should chat and see if there are some interesting ways to collaborate.

Mike

2. Create the video intro
 - i. ReferralParty.com/MeetJustinBreen
 - ii. ReferralParty.com/MeetMikeKoenigs
3. Look through text, email, contact database
4. Start sending...

Here's a text intro I sent for Justin:

iMessage
Mon, Jun 13, 4:35 PM

Justin Breen - meet Kane Minkus.
You'll love each other and Kane has
deals for you now.

Tue, Jun 14, 12:15 PM

Justin Breen

Awesome !!! Kane great to connect ...
here is booking link or let me know what
works for you !!!

[https://calendly.com/justinbreen/
connection-call](https://calendly.com/justinbreen/connection-call)

If you've taken Kolbe please send me
your score ... I'm 8671

JB

Also ILL!!! Both Illinois graduates !!

Kane Minkus

Lol I don't know where my Kolbe test
scores are but I'm a high quick Start I
remember that :)

KM

Justin Breen

Yep makes sense ... I am high quick
start and high follow through

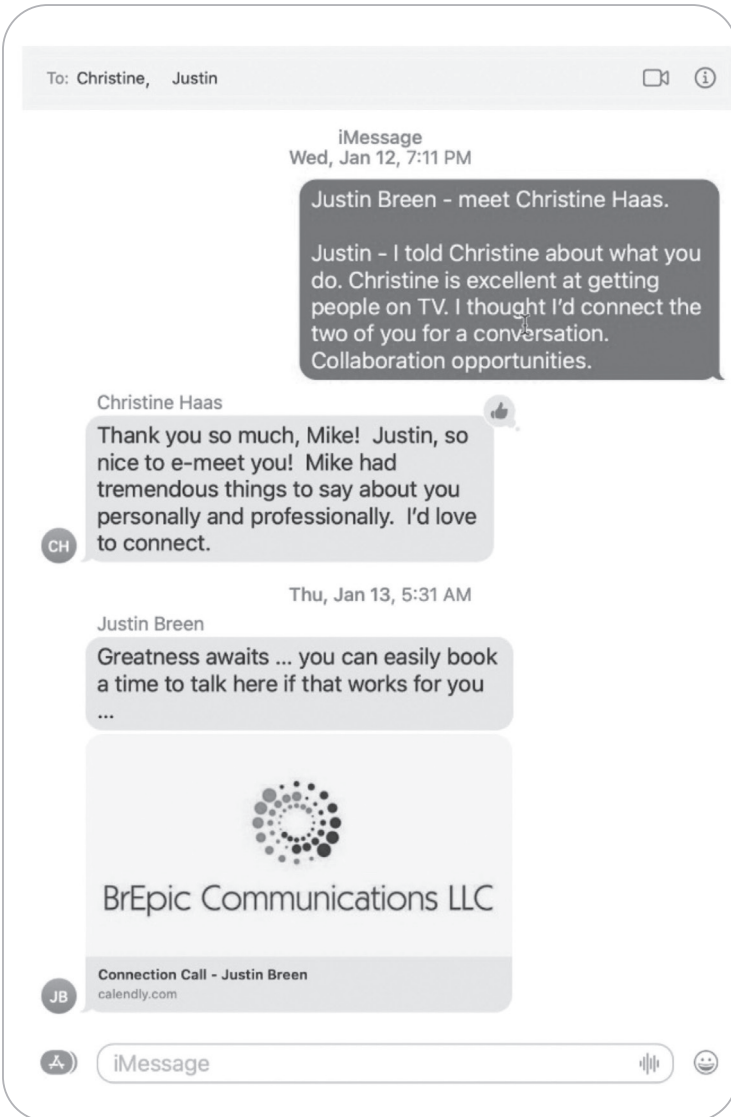
JB

Kane Minkus

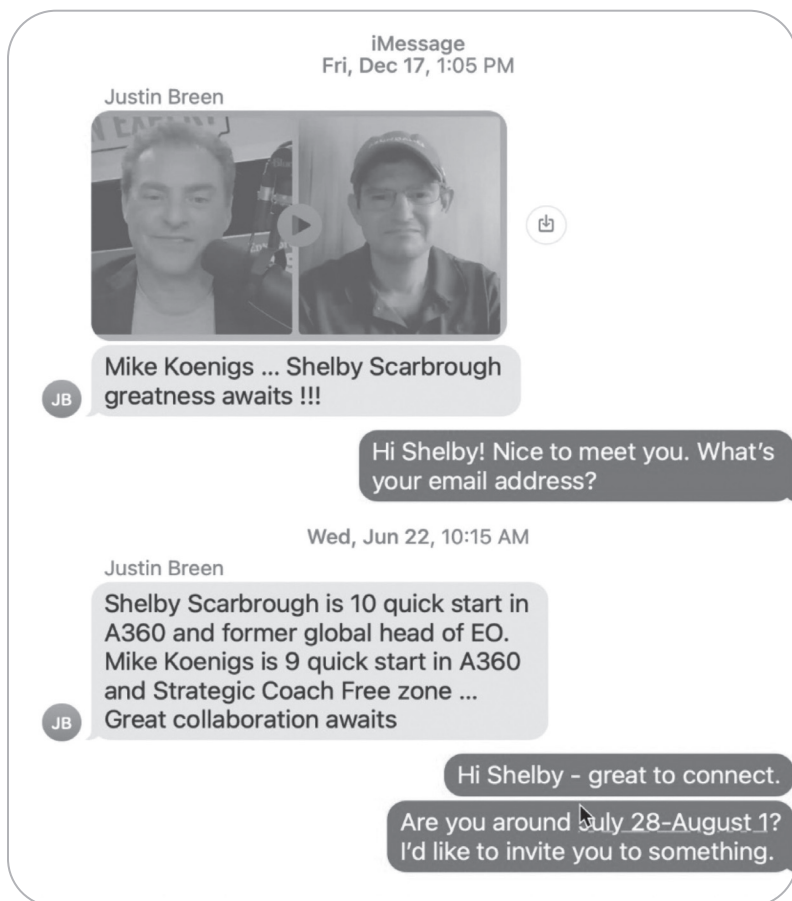
Nice!

Here's a video on us for some
background

And one more...



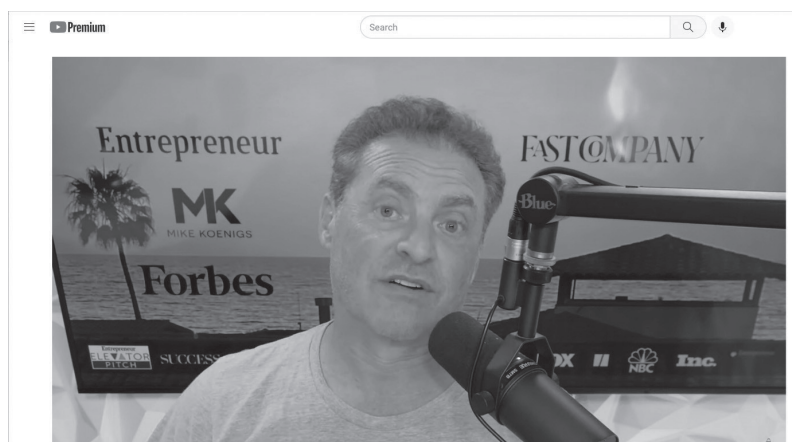
Here's a text intro Justin sent for me:



Example of One-Way Introductions

Here is a bunch of solo videos where I videoed short intros on behalf of a friend and client, Chuck Boyce. Read through or

watch and see how I adjusted the intro in each one, depending on the person I was introducing Chuck to. Click on the thumbnail or go to the URL to see the full video:



Watch this video at: ReferralParty.com/MeetChuck+Tom

Transcript:

Hey Chuck Boyce, meet Tom Lambotte.

I am putting you guys together because first of all, Chuck, Tom's the guy I told you about who can EOS-ify, systemize, and SOP-ize a business very, very quickly. His big promise is he will take a business and help the founder not have to run it, so it's a self-managing, self-running company.

He will also set up the SOPs to manage your business, and get it to generate recurring cash flow and recurring billing. His two businesses are self-running.

Now, Tom, Chuck Boyce is a guy that we created a business called DataMoo. They find very, very specific data — intent data, it's called first-party data — and supply that to an organization so they can target very specific clients on multiple channels.

Now here's what's important about this. When we met about 60 days ago, we invented the business. We created the deck, we created the pitch, and he just closed a \$35 million deal and the money came in. The first chunk of the money came in today!

So, the bottom line is he's got a huge success. Now he not only has his business that he wants to EOSify, be able to get out of the way and grow this thing to 100 million or more. He has other clients who can use your skills as well.

So have a conversation. You're officially introduced and can't wait to hear what comes out of this. And Tom, I will be talking to you next Friday. Chuck, we're gonna see each other in a couple of weeks. Good luck.



Watch this video at: ReferralParty.com/MeetCallCenter

Transcript:

Hey guys. This is Chuck Boyce and Gil and Andrew. Chuck, Gil and Andrew have the Tijuana call center that I told you about. For Chuck and Andrew, I mean rather Gil and Andrew, Chuck Boyce is a client of mine. We created a company called DataMoo.

One of the big promises is he helps business owners find ways to increase the value of their companies with their data, but more importantly, he has a series of systems that allow you to get first-party data, intent-based. So if someone is searching for “buy stem cells” in Houston, they can get anyone who’s searching for that data and immediately transfer that person’s contact information, email, even what apps are on their phones, right into the CRM. That means you guys can be doing

real-time search queries and call people who have intent to buy something.

So there's a variety of opportunities we have here. One of them is, Chuck has clients that are going to need outbound dialers. And for you guys, you can cut a deal with Chuck and do intent-based search data and contact information that is scored based upon income, revenue, whatever.

I think there's a massive opportunity here. So you guys chat, talk about opportunities, pick something that is easy to execute on. And guys, this is going to help us do even bigger deals as well.

So I'll let you guys take it from here. Let me know how your first conversation goes. All right. Bye.



Watch this video at: ReferralParty.com/MeetChuck+Howard

Transcript:

Chuck Boyce, meet Howard Getson. I know you guys connected on LinkedIn, but I'm gonna give you another reason to connect.

Howard, if you remember Chuck Boyce, he's in the data business and a whole lot more. We created a new business called DataMoo where he shows businesses how to monetize their data in interesting and unusual ways. He recently took this pitch and closed the \$35-million deal helping law firms, specifically companies and businesses that have huge, huge lawsuits pending and they can identify all the people who are impacted by this and get their direct contact information.

This also means that anyone who has been relying on third-party cookies or Facebook for lead

generation, they can get first-party data, which can include gobs of information. So that means if you wanted to find someone who is searching for, let's say, "invest in hedge fund Dallas," for example, you can get intent-based data in real-time with all the contact information delivered right into your CRM. You can put up ads and start following people around and more. So this is very sophisticated stuff. Chuck has a lot of tools, but also there can be some remarkable ways to take data that he has and visualize it or process it with AI.

So I think a creative conversation between the two of you would be smart. And Howard, it would it be worth learning what Chuck's doing with this law firm because I know your head will start spinning with possibilities and opportunities, and Chuck's in a great position right now where this is a highly profitable opportunity, and there could be some real good ways you can cross-pollinate and work with each other.

So I'll let you guys take it from here. Do let me know how the conversation goes. I'll see you both soon. Bye. Bye.



Watch this video at: ReferralParty.com/MeetSteve+Chuck

Transcript:

Steve Marler. I wanted to re-introduce you to Chuck Boyce. Chuck has a company called DataMoo that we created. He just closed that \$35-million deal with a law firm that they're doing very, very targeted data research, and essentially being able to find people who are affected by a big payout for a lawsuit. But it also means he can do intent-based keyword research.

So anyone who's searching for "full body scan, Houston," "full body scan Dallas," in near real-time can get that data and all the contact information associated with it, and load it into your CRM. It also means you could follow them around with ads.

So imagine being able to grab any kind of keywords that are intent-focused or competitor-focused, it'll grab

all your competitors, anyone who's searching for them, and it could be sent to the call center and they can start smiling and dialing, basically in near real-time. The bottom line is all your keywords and SEO could be turned into an intent-based phone call outreach program and it's very, very affordable. So I wanted to connect to you so you can have that conversation.

The same is true with Regan, for example. He can be doing the exact same thing for stem cells. You know, you can do "stem cells, Park City," "stem cell treatment," or "back pain" or whatever, whatever, whatever.

So step one, pull together a big list of all the keywords you need and want that would be intent-focused. Get them over to Chuck, and you can find out how many of those there are. I've already passed this information along to Andrew and Gil with the call center. And then of course this could get plugged into a Google Ads account which would do a pay-per-click, meaning you don't pay when your ads are showing up. You only pay when someone clicks on an ad. That way anyone who is doing something with intent, you're going to follow them around until the cows come home.

So that's what I got for you. I'll let you guys take it from here and let me know how the conversation goes. Peace.

Networking groups

- EO
- YPO
- Tiger 21
- Genius Network
- Vistage
- Strategic Coach
- Abundance 360

Calendar Apps

- Acuity Scheduling: AcuityScheduling.com
- Calendly: Calendly.com
- Bookafy: Bookafy.com
- OnceHub: OnceHub.com
- Simply Book Me: SimplyBook.Me

BONUS: I did a full interview on my Capability Amplifier podcast with Charles Byrd, walking through the Referral Party process, complete with recordings in real-time. Check it out and download the transcript here: ReferralParty.com/Transcript



CH. 14

WHERE TO GO FROM HERE

If you're ready to see how Referral Parties fit into the entire Superpower Accelerator process, the next step, there are a number of ways we can work together.

The Superpower Accelerator Workshop



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 MikeKoenigs.com/Go to book a call with me. You can also send an email to 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."

Masterminds

Several times per year I invite clients I'm working with, people I want to work with, and thought leaders to come together for exotic and fun masterminds in our League of Extraordinary Aliens. Topics include Life Extension (including full body and brain scans, talks from peptide and hormone experts,

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

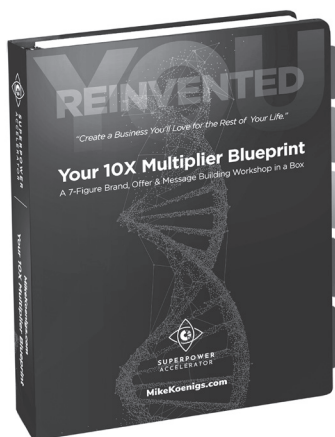
and updates on the latest in life extension technology and tools), Cryptocurrency (trading, investing, and the creation of NFTs), and more.

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 MikeKoenigs.com/MM.

The Superpower Accelerator 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.

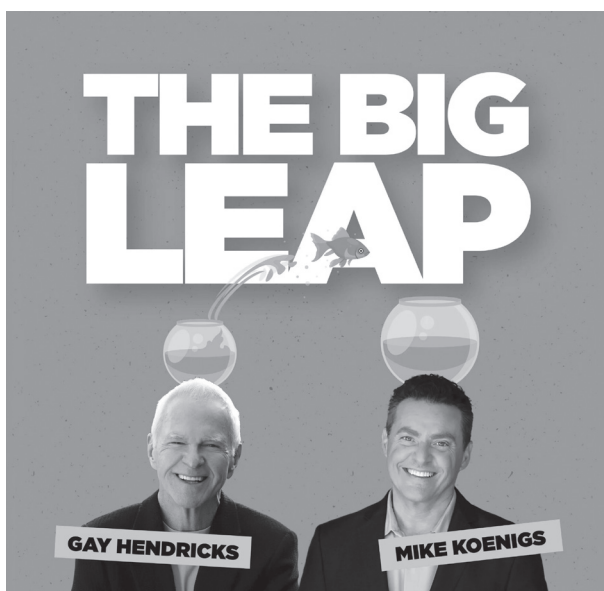
Find out more at MikeKoenigs.com/Blueprint.

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 — 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 MrBz.com/BL.



MEET MIKE KOENIGS



Mike Koenigs is a true Renaissance man. Filmmaker; serial entrepreneur; VC and angel investor; judge on Entrepreneur.com's *Elevator Pitch*; *Forbes*, *Fast Company*, and *Entrepreneur* writer; and 13-time bestselling author. He co-hosts two podcasts, "Capability Amplifier" with Strategic Coach's Dan Sullivan and "The Big Leap" with NYT Bestselling author, Gay Hendricks.

He has coached, advised, and sold products and services to over 161,000 business owners in virtually every industry including Sony, BMW, General Mills, 3M. His celebrity clients include Tony Robbins, Paula Abdul, Richard Dreyfuss, Dave Asprey, John Assaraf, Brian Tracy, Peter Diamandis, Daniel Amen, and Darren Hardy. His latest venture, "The Superpower Accelerator," works with founders to create, launch, and monetize new businesses and products.

BOOK MIKE KOENIGS TO SPEAK

Book Mike as your Keynote Speaker and You're Guaranteed to Make Your Event Inspirational, Motivational, Highly Entertaining, and Unforgettable!

For nearly three decades, Mike Koenigs has been educating, entertaining, motivating, and inspiring entrepreneurs to start, scale, and sell their businesses and reinvent themselves for their 2nd acts, 3rd acts, and beyond.

His origin story includes his recent near-death brush with stage 3a cancer, growing up lower middle-class in a small town in Eagle Lake, Minnesota, ADHD, and “meeting” Tony



Robbins through an infomercial that changed his life forever. After successfully building and exiting from two companies and selling them to publicly-traded companies, Mike can share relevant, actionable strategies that anyone can use — even if they're starting from scratch.

His unique style inspires, empowers, and entertains audiences while giving them the tools and strategies they need and want to get seen and heard to build and grow successful sustainable brands and businesses.

For more info and to book Mike for your next event, visit- MikeKoenigs.com/Speaking or call +1 (858) 412-0858.

MIKE KOENIGS



LEAGUE OF EXTRAORDINARY ALIENS

JOIN US

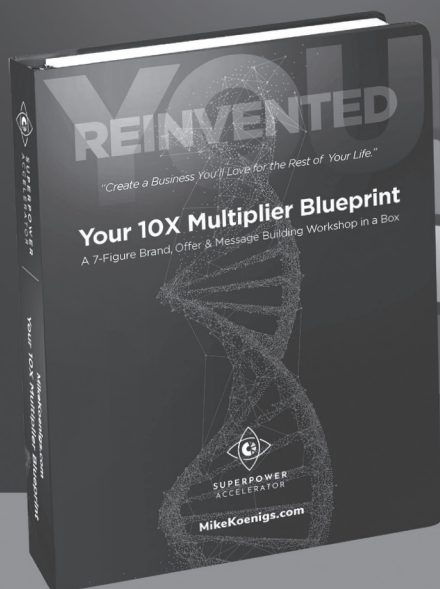
FOR THE SUPERPOWER ACCELERATOR
LONGEVITY EXPERIENCE SERIES!

Destination Retreats with an Entrepreneurial Purpose.
Apply to join an exclusive group of future-focused,
high-achieving, abundance-minded founders and
entrepreneurs.

MIKEKOENIGS.COM/MM

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

GET YOUR 10X MULTIPLIER BLUEPRINT



**A 7-Figure
Brand, Offer, &
Message-Building
Workshop in a Box**

**PACKED WITH WORKSHEETS,
GUIDES, TEMPLATES, AND MORE!**



**SUPERPOWER
ACCELERATOR**

MikeKoenigs.com/Blueprint