



“ Where orbits intersect, opportunities arise.”
--- Mike Irwin

MIKE IRWIN



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MIKE IRWIN



The world truly is a small place & we are all in this journey together.”

--- Mike Irwin

OVERVIEW

As an organisation offering complex investment opportunities, it is relatively easy to find order-takers who can sell despite themselves.

But in a competitive environment in a mature market, finding savvy high-caliber people to connect with a sophisticated audience isn't easy.



You need someone who...

- Build relationships strategically.
- Understands how to market investments with a long-term horizon.
- Will build your reputation so as to make repeat sales with clients with a high lifetime value.
- Can strengthen your client-base – even in the most competitive environment.

Mike Irwin has the skills required to sell complex investment products.

As a successful investment advisor involved in high-level projects, Mike Irwin's strength lies in his ability to simplify a complex concept – and spell it out so that it is clearly understood by investors.

His unusual blend of people skills and deep understanding of complex financials is a powerful combination. Together, they give him the knack of transforming pieces of paper and lines of figures into a proposition for an attractive investment.

PROVEN TOP 10 ACHIEVER

A self-starter Mike Irwin has already proven himself in Australia (which is one of the world's most highly regulated economies) and abroad. Having been self employed since the age of 21 Mike's numerous personal and business achievements have been at the forefront in their respective fields.

Born 23/01/70 Mike has matured in the knowing to now take himself and the quality people around him to a whole new business stratosphere. Mike's revelation for this pathway is his connection with source, burning desire of constant improvement of personal kaizen and his ultimate goal to become a master communicator on the stages of the world assisting others to achieve their goals.



Mike brings with him the matured character traits that have served him in the military, as an elite athlete and from business experience throughout the world.

- His capacity to regenerate his own motivation.
- Self-discipline.
- Time-management skills to maximise capacity and productivity.
- Organisational skills.
- The ability to relate to people of any nationality.

LONG-TERM RELATIONSHIPS FOR LONG-TERM PROFIT

In a market where keen investors are plentiful, there is a little need for a high level of financial literacy or sales skill.

HOWEVER, in a mature market with more discerning investors, a sophisticated approach is required.



In this environment, it is Mike's ability to build long-term relationships (as illustrated early in his career by working 14 years with the same life assurance company that's now part of the Commonwealth Bank, top 10 private practice in the country) that gives you a clear advantage.

In an industry characterised by shifting sands, you'll have someone who wants to work with you for the long run. You'll also have someone who generates all-important referral business, building your reputation as a reliable organisation, offering sound opportunities.

As a Certified Financial Planner, Insurance, Finance and Real Estate Broker Mike's high level of technical knowledge and financial literacy is immediately obvious.

Yet it is his less tangible skill of relating to clients and winning their trust that will appeal to a successful organisation that shares his long-term vision.

His professional yet easy, quiet nature makes investors feel comfortable and creates trust – building the foundation for a sound, mutually beneficial business relationship.

This combined with his commitment to research and understanding of the INVESTOR'S objective's, enables him to take the most powerful position in sales... that of a solution provider.

His clients appreciate his style.

And the results on the sales ledger are profound.

THE COMPLEX MADE SIMPLE

All people are different, and all potential investors bring their own life experiences, expectations and reservations to the table with them.

Recognising this, Mike moves at a pace that suits them – answering questions, providing additional information, introducing contacts... Whatever it takes.

All this is handled professionally, to give clients the time they need to comfortably reach a decision.

Above all, he talks in a simple language. The subject may be complex, but he is of the firm belief that he is still talking to PEOPLE.

His role therefore is to highlight the benefits, and break complexity down into a clear, attractive proposition that stands examination - and therefore promotes itself.

“Everyone has the same fears and problems as you and I, but at different levels. So, if you can take the focus off yourself, you can empathise and relate.”

--- Mike Irwin



THE ART OF “LESS IS MORE”

In an environment where competitors make big claims and grand promises, one might question whether Mike's relaxed, easygoing approach is effective.



It is.

Mike is so effective because he understands, very clearly, that “less is truly more”.

Clients want results and outcomes, not promises and claims.

Mike Irwin's can-do philosophy manifests not only in what he says, but also in what he does. As one who prefers understatements, Mike prefers to avoid the trap of over-promising (and then struggling to deliver).

His approach is simple: just get on with the job and deliver more than is expected.

Experienced (and therefore skeptical) investors appreciate this refreshing, down-to-earth approach. And it gives this quiet achiever an immediate edge in a competitive environment.

A TEAM PLAYER WHO DOES CONTRIBUTE

In an organisation that values integrity, reputation and long-term client relationships, Mike Irwin fits like a hand in glove.

His ethical, “tell it like it is” approach won’t lead to embarrassment or damage to hard-won client trust.

His proactive, “can-do” attitude ensures a positive contribution, and makes it easier for others to excel.

His firm belief in ALWAYS doing the right thing by clients (even if it means forgoing a short-term gain) reflects positively on your entire organisation – both now and in the future.

His reliability ensures that the job WILL be done – professionally and without fuss.



EMPLOYMENT & BUSINESS BACKGROUND

- Born 23/01/1970.
- Completed Australian Secondary School 1987.
- Australian Defence Force 1987 – 1991.
- Joined Colonial Mutual Life Insurance from 1991.
- Commission selling life insurance (objective: to dramatically increase income).



- Strategic business growth from sole trader to company structure 1995.
 - Australian Financial Service Industry began a period of rapid and dramatic change.
- Purchased four financial services businesses 1996, 1999, 2002 and 2007.
- Whilst working studied externally reaching highest Financial Planning designation of Certified Financial Planner 2002.
- Whilst concentrating on core business built, oversaw and sold 5 restaurants in a joint venture relationship.
- Eventual Share Sale of Financial Planning business interests to internal purchasers 2005.
- Lived abroad 2005 – 2007 based in Dubai business / traveled 40-50 countries in areas of finance, real estate and trade.
- November 2007 purchased mature 15 year old financial business in Rockhampton. Grew business by 90% during worst market correction since 1929.
- Founded Investorcoach (TM) in 2009 to “Empower people around the world to realise their full potential”.
- Finalised Wealthcycle (TM) business model 2009 to incorporate wealth, real estate, finance and insurance broking arms with a strong commitment to client education.

ACHIEVEMENTS PERSONAL AND BUSINESS

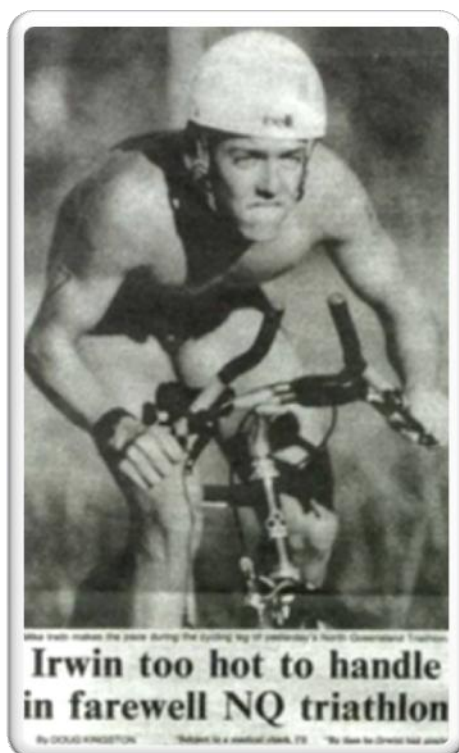
- Outright winner of over 150 triathlons within Australia from 1985 – 1995.
- Australian Junior Champion 1987, 5th place overall.
- Competed at professional sporting level whilst working from 1990 – 1995.
- In 1991, in first year of selling Life Insurance, was Rookie of the Year within Colonial Group.
- Built & sold 5 restaurants 1999 – 2002.
- Traveled extensively with High Achievers Financial Services study tours 1998 Thailand, 2000 Paris, 2002 Canada, and 2004 Copenhagen.
- Purchased and amalgamated 3 financial service businesses into core business.



- Achieved status of Certified Financial Planner after 5 years of external studies.
- Financial Services Industry went through dramatic and rapid regulatory change in Australia between 1994 – 2004.
- In an environment where there were many casualties we were able to adapt and prosper.
- 2000 rebranded Irwin & Sheriff Pty to Investorcoach Pty Ltd (TM) which was done for:
 - Generic name rather than surname.
 - Increase value of saleable asset.
 - Corporatising
 - Duplication
- 2001 – 2004 world markets retreated 20% - 30%. At a very turbulent time Mike was able to steer the business and clients into calmer waters where again the bigger picture could be seen.
- 2000 – 2005 Top 10 private client practices in Commonwealth Group in Australia.

MIKE IRWIN'S CHALLENGES

- Training at a high level from 1990 – 1995 (30 – 40 hours/week) whilst also creating and developing business initiatives.
- Joint venture involving five restaurants with cash flow of 10 million plus, staffing of 150 plus and construction.



- Purchase and amalgamation of 3 financial services businesses into core practices.
- Developing areas of synergies, cost effectiveness, economies of scale.
- 2001 – 2004 was one of the worst periods for financial markets in the last 100 years.
- Challenge of keeping clients focused on the bigger picture 'of why they were there in the first place' even though markets had retreated 20% - 30%, SARS, Iraq, September 2001 and Afghanistan were present in the market place.

- 2005 – 2007 living aboard and conducting business in 40 - 50 countries.
- 2007 – 2009 navigating new purchase of 15 year old business through worst market correction since 1929 and achieving company growth of 90%.

MIKE IRWIN'S STRENGTHS

- Salesman entrepreneur
- Able to explain complex scenarios with simple language that gains trust and enables the clients to make decisions themselves with a long term relationship in mind.



“ People need to be able to depend on you... Underpromising and then over delivering is definitely the key to concrete, lasting business relationships.”

--- Mike Irwin