

# DISCOVER YOUR THREE SUPERPOWERS



Interactive Action Guide To Help  
You Unlock Your Full Potential

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THE POWER OF THREE

# AUTHOR



## MIKE STROMSOE

Author | Speaker | Coach

Meet Mike Stromsoe, a seasoned entrepreneur, insurance agency expert, and business coach with over 35+ years of experience. Mike is the founder of the Unstoppable Profit Producer Program and has dedicated his career to helping entrepreneurs and business owners grow, scale, and achieve financial success while gaining more freedom in their lives.

He is the author of the highly anticipated book, *The Power of Three: Discover and Unleash Your Unique Superpower for Maximum Profits*. This game-changing book teaches professionals how to identify their top three unique talents, leverage them effectively, and create massive business and personal success.

Mike has developed the Three P's framework—People, Processes, and Promotions—which has helped thousands of business owners escape the "hamster wheel" of generic hustle and build a thriving, purpose-driven business.

Through his high-energy coaching, live events, and training programs, Mike has become one of the most sought-after business strategists in the country.

DISCOVER YOUR TOP THREE SUPERPOWERS

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# Discover Your Three Superpowers:

## A Self-Discovery Worksheet

### Step 1: Self-Reflection – Uncovering Your Strengths

Think about times when you've felt the most **energized, fulfilled, and effective** in your personal or professional life. Answer these questions:

1. **What activities do I naturally excel at, and people often praise me for?** Example:  
"I'm great at solving complex problems quickly."
2. **What tasks do I lose track of time doing because I enjoy them so much?**  
Example: "I love designing marketing campaigns and coming up with creative ideas."

3. **What skills have helped me create the most value for others (family, colleagues, clients, community)?** Example: "I always find a way to motivate my team when morale is low."

4. **If I had to train someone on three key skills, what would they be?** Example: "Negotiation, leadership, and coaching."

## Step 2: The Power of Perspective – External Validation

Ask **trusted colleagues, friends, or mentors** about your strengths. Gather feedback by asking:

1. **What do you think I'm exceptionally good at?**
2. **If you had to describe my top skills in three words, what would they be?**
3. **When have you seen me at my best? What was I doing?**
4. **If I weren't in my current role, what other profession or role would you see me thriving in?**

## Step 3: Strategic Alignment – Matching Your Superpowers with Purpose

Now that you have an idea of your skills, let's refine them further on the Superpowers with Purpose worksheet provided on the next page:

**1. Does this skill energize me, or does it drain me?**

- Energizing → **Superpower**
- Draining → **Not a superpower**

**2. Is this skill something I can use every day in my business or personal life?**

- Yes → **Keep it**
- No → **Rethink it**

**3. Can this skill help me make a bigger impact, create financial success, or contribute to my goals?**

- Yes → **Definitely a superpower**
- Maybe → **Needs refinement**

## Superpower with Purpose Worksheet

	Does it...	Use Every Day	Big Impact
Describe Skill...	Energize or Drain	Yes or No	Yes or Maybe



## Step 4: Finalizing Your Three Superpowers

Review your answers and **narrow down your Top 3 Superpowers**. These should be:

✓ **Energizing**

✓ **High-value** (They create an impact on your business, team, or personal life)

✓ **Natural Strengths** (They come to you easily, without force)

**My Three Superpowers Are:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **Step 5: Unleashing Your Superpowers – Next Steps**

Now that you've identified your **Top Three Superpowers**, let's create an **action plan** to use them **80% or more of your time** (as Mike Stromsoe recommends).

1. **Where in my business/career can I use these skills more effectively?**
2. **What tasks am I currently doing that don't align with these superpowers? Can I delegate them?**
3. **How can I refine these superpowers to increase their impact? (Training, coaching, networking, etc.)**

#### 4. How can I use these superpowers to help others and create a ripple effect?

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### Bonus: Examples of Superpowers

Not sure where to start? Here are **some common superpowers** that successful entrepreneurs and leaders have identified:

- ✓ **Leadership** – Inspiring and guiding a team to success
- ✓ **Marketing & Branding** – Creating compelling messages and strategies
- ✓ **Sales & Negotiation** – Closing deals and building strong relationships
- ✓ **Problem-Solving** – Quickly identifying issues and coming up with solutions
- ✓ **Coaching & Mentorship** – Helping others grow and succeed
- ✓ **Innovation & Creativity** – Thinking outside the box to find new opportunities
- ✓ **Execution & Implementation** – Turning ideas into reality with action
- ✓ **Networking & Relationship Building** – Creating strong, lasting connections
- ✓ **Public Speaking & Communication** – Conveying ideas with confidence
- ✓ **Strategic Thinking** – Seeing the big picture and making smart decisions

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Your **three superpowers** are the key to unlocking more **profit, freedom, and impact**. Keep refining and using them every day. **The more you focus on them, the more unstoppable you become!**

# WHAT OTHER AGENCY OWNERS ARE SAYING ABOUT MIKE STROMSOE & UPP:

**"With UPP, I have someone in my corner for support and advice whenever I need it.**

Mike has even asked his network for advice on specific situations I've brought him into so his advice is also backed by experts in the space.

That has helped me avoid big mistakes as a growing agency and given me invaluable insights into improving my team's performance.

The difference is that Mike has actually ran a successful agency and he gets it. He's actually lived an agency owner's life for 35+ years and understands all the things that are coming at us. I can't get that kind of guidance from a regular business coach.

The UPP community has also been a big part of my growth. I'm invested in them, and they're invested in me; we want to see each other succeed by sharing what's working and being open about the challenges of running an agency."



*Mariah Davis*

**Oakview Insurance Services**

**Yuba City, CA – Platinum Coaching Member since 2022**

"All the highest performers in any profession - sports, music - they all have coaches to improve. I've owned my agency for years and the whole time, I've been looking for a community of mentors and growth-minded agency owners for years. I saw superstars in UPP that I wanted to be around and learn from.

Even more than the coaching and accountability is the sense of incredible camaraderie and culture of sharing with the other agency owners. The sincerity and helpfulness of all the members is unbelievable because everyone is being REAL and open. I've been the recipient of help from a lot of people in my group. Whenever I have a question or issue, I reach out to the community for support and advice. Everyone in UPP has a growth mindset and is invested in helping each other grow, which isn't something I found elsewhere in the industry.

If you're thinking of joining UPP, I want you to ask yourself: How much does your business mean to you? How much do you truly want to grow? If you're not willing to grow, this isn't the program for you. If you want to grow and get to the next level, we're waiting for you inside UPP. You will never find another community like this."

*Sam Siador*

**Saber Insurance Services**

**Bakersfield, CA- Platinum Coaching Member Since 2021**



“I’m a 3rd generation agency owner and when I took over I felt like I was on an island. I felt this huge gap between where we were and where I wanted to take the business but I didn’t have what I needed to accomplish my goals.

I joined UPP after working with several coaches because of the industry resources and experience Mike brought to the table in proven growth systems and staffing processes. Our team is now rowing in the same direction, which has been critical to our growth and success.

UPP is so collaborative - whatever you’re experiencing as an agency owner, someone in the room has been there and will share what they know to support you. The collaboration and willingness to help each other succeed are what set UPP apart from other programs.

I’m so grateful to Mike, Andrea, and Joel for putting together this group. I’ve seen growth and success because of what I’ve learned from them and I wouldn’t be where I am now without them.”



*Janice Beighey*

**Tower Insurance Services  
Platinum Coaching Member since 2018**

“I came to UPP for the tactics to build an efficient practice and the guidance I needed to become the CEO of my agency. Mike has been a fantastic sounding board for ideas and has forced me to clarify and document my vision for the future.

The UPP community is incredibly powerful because there aren’t a ton of people, but they’re all like-minded, self-driven agency owners. If I hadn’t joined UPP, I wouldn’t have acquired another agency. Mike and the community gave me the confidence to pursue it - one of the people in my group has done 17 acquisitions.

Everybody needs a coach to become great. The greatest athletes all have coaches and don’t just practice harder than anyone else - they rely on their coaches for the education and constant learning piece of growth.”

*Rob Bowen*

**Patriotic Insurance Group  
Inlet, NY - Platinum Coaching Member since 2022**





# LIVE, In-Person

## UPP Grand Mastermind Event

This invitation-only LIVE mastermind is exclusively for growth-minded agency owners who want to create a personal no-excuses roadmap to your next level of success.

If you want to:

- ✓ Overcome the top obstacles holding you back from personal and financial freedom.
- ✓ Identify the next-level processes to become an efficient, self-sustaining agency
- ✓ Uncover the tactics to becoming the true CEO of your agency and leading your team to success

The UPP Grand Mastermind is for you!

Nov. 7-8, 2025  
Phoenix, Arizona



### How Can I Get Invited to Attend the UPP Grand Mastermind?

If you are:

- An agency owner ready to become a CEO
- A high achiever with a strong vision for the future
- Self-driven with an abundance mindset
- Ready to get out of your comfort zone and embrace change
- Searching for a supportive community of driven agency owners
- Excited about committing to growth



Request Your Invitation Today



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