



THE LEADING  
AUTHORITY ON  
ACTIVATING THE  
**PREY DRIVE** IN  
PEOPLE AND  
TEACHING  
PEOPLE HOW TO  
PACKAGE AND  
MONETIZE THEIR  
UNIQUE SKILLS

# COACH MICHEAL BURT

AUTHOR & INDUSTRY LEADER



# UNVEIL THE POWER OF PURPOSE, THE MASTERY OF PACKAGING, AND THE SCIENCE OF MONETIZATION WITH COACH BURT, **THE LEADING EXPERT.**

Coach Micheal Burt is recognized as the unparalleled authority in awakening the Prey Drive within individuals and guiding them to unparalleled accomplishments. With a career spanning over two decades, Coach Burt has solidified his reputation for transformative coaching excellence across a spectrum of industries.

As the Founder of The Greatness Factory in Nashville, Coach Burt has elevated his coaching philosophy to an art form. His approach goes beyond conventional motivation, delving deep into the intricacies of activating the Prey Drive—an insatiable pursuit of excellence that propels individuals to achieve their goals with unwavering determination.

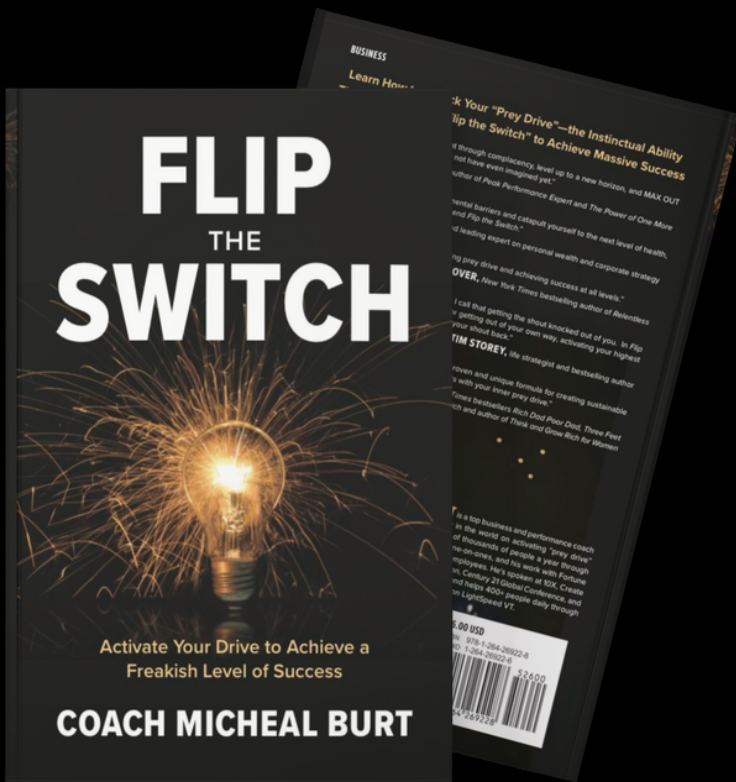


COACH MICHEAL BURT

BEST SELLING AUTHOR

# HIS GROUNDBREAKING STRATEGIES ARE CRYSTALLIZED IN HIS WALL STREET JOURNAL BEST-SELLING BOOK, "FLIP THE SWITCH," A TESTAMENT TO HIS UNPARALLELED INSIGHTS.

With a storied history of cultivating top performers, Coach Burt empowers individuals to not only tap into their unique brilliance but also to translate it into thriving ventures. His methodologies offer a proven blueprint for turning ideas into tangible success. Join the league of those who've experienced his transformative coaching and harnessed the power of packaging and monetization for unprecedented achievements.



*"Flip the Switch" is a must-read for anyone looking to take their personal and professional growth to the next level. The book is packed with practical strategies and powerful insights to help readers unlock their full potential and achieve their goals."*

*"Coach Burt is absolutely amazing! The techniques, the way he explains everything, if you put all this to practice without a doubt you will get from A to B as he mentions! Great book all around!"*



**GRANT CARDONE**  
Creator of the 10X Rule

**“MICHEAL BURT IS THE REAL DEAL WHEN IT COMES TO COACHES. HE WILL TEACH YOU HOW TO BUILD, GROW, SCALE & GET MAJOR SPIKES IN YOUR BUSINESS LIKE NO OTHER.”**



**BRAD LEA**  
Founder of Light Speed VT

**“NOBODY IN THE WORLD PACKAGES AND DELIVERS COACHING CONTENT BETTER THAN COACH BURT. HE’S SPENT HIS LIFETIME STUDYING & BREAKING DOWN CONCEPTS & STRUCTURES.”**



**TIM STOREY**  
Celebrity Life Coach

**“COACH BURT IS THE MODERN-DAY COVEY. NOBODY IS BETTER THAN HIM AT WHAT HE DOES BY BREAKING DOWN A METHODOLOGY OF GROWTH.”**



**ED MYLETT**

Peak Performance Expert

**“VERY FEW IN THE WORLD ARE AS QUALIFIED AS COACH MICHEAL BURT TO ACTIVATE THE PREY DRIVE IN PEOPLE TO PURSUE THEIR POTENTIAL. COACH BURT IS THE RISING STAR IN OUR INDUSTRY TO WATCH OUT FOR.”**



**ROB LUNA**

Wealth Expert

**“I SPENT OVER TWO DECADES WORKING WITH SOME OF THE MOST SUCCESSFUL ENTREPRENEURS, CORPORATE EXECUTIVES, AND ATHLETES IN THE WORLD. EVEN THOSE PERFORMING AT SUCH ELITE LEVELS WILL BENEFIT TREMENDOUSLY FROM THE KNOWLEDGE PROVIDED BY COACH BURT.”**




**SHARON LECHTER**

Author of Think and Grow  
Rich for Women

**“IN FLIP THE SWITCH COACH MICHEAL BURT SHARES HIS PROVEN AND UNIQUE FORMULA FOR CREATING SUSTAINABLE SUCCESS. FROM MINDSET TO ACTIONABLE RESULTS, IT STARTS WITH YOUR INNER PREY DRIVE.”**

COACH MICHEAL BURT

WORDS FROM COACH

A man with a shaved head, wearing a light-colored patterned shirt and dark jeans, is sitting in a chair. He has his hands clasped in his lap. The background is a blurred indoor setting with a wooden table and some items on it. The text is overlaid on the image.

**“SUCCESS IS NOT JUST ABOUT REACHING THE DESTINATION; IT’S ABOUT EMBRACING THE JOURNEY OF GROWTH & GREATNESS”**

COACH MICHEAL BURT

AS SEEN IN

# COACH BURT HAS MENTORED THOUSANDS AND SPOKEN ON HUNDREDS OF STAGES.



**10X GROWTH  
CONFERENCE**

**Entrepreneur**

**Forbes**

**IHUFFPOST**



**CHURCHILL  
MORTGAGE®**

**V VANDERBILT  
UNIVERSITY**

**WSJ**

**CB COLDWELL  
BANKER**

**HE DOESN'T JUST MOTIVATE; HE PROVIDES ACTIONABLE STRATEGIES AND A ROADMAP FOR SUCCESS. HERE'S WHAT SETS HIM APART:**



Every event is unique. Coach Burt customizes his content to align with your event's theme and objectives, ensuring a tailored experience for your audience.

## 01



### PREY DRIVE ACTIVATION

---

Coach Burt's core philosophy centers around activating the "Prey Drive," an instinctual pursuit of excellence. He will show your audience how to tap into this drive to achieve extraordinary results.

## 02



### EXPERTISE IN PACKAGING AND MONETIZATION

---

Beyond motivation, Coach Burt is a master at packaging and monetizing intellectual property. He'll empower your audience to leverage their unique skills and knowledge for maximum impact and profit.

## 03



### ENGAGING AND INTERACTIVE

---

Coach Burt's presentations are dynamic and interactive. He engages the audience with compelling stories, real-world examples, and practical exercises.



# EMBARK ON THE PATH OF TRANSFORMATION WITH COACH BURT: WHERE INSPIRATION MEETS EXECUTION



VISIT COACH BURT'S WEBSITE

---

[www.coachburt.com](http://www.coachburt.com)

GET IN TOUCH WITH COACH

---

[info@coachburt.com](mailto:info@coachburt.com)

CONNECT WITH COACH ON SOCIAL

