

**mike  
cheong**

# **MICHAEL CHEONG ZHI XIAN**

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coachmikecheong@gmail.com

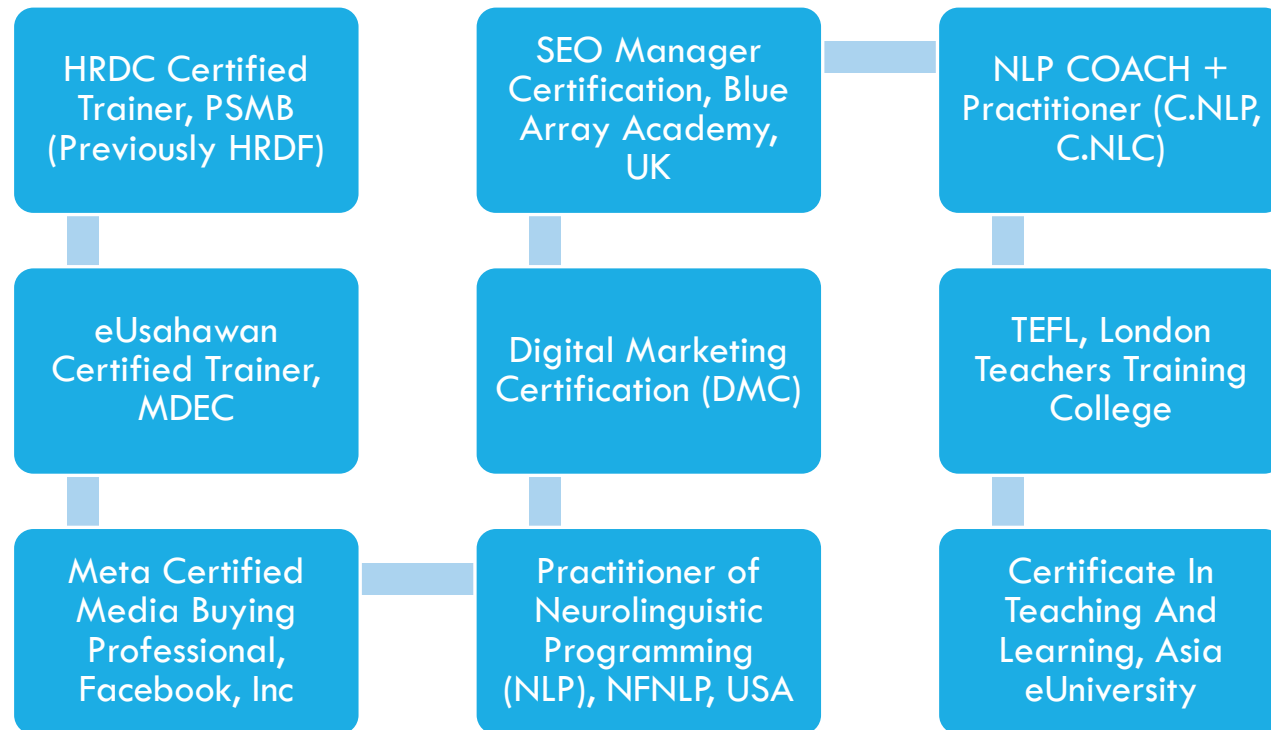
<https://www.linkedin.com/in/mikecheongzx/>

<https://www.facebook.com/coachmikecheong>

www.mikecheong.com



# A LITTLE ABOUT ME



# WHAT I STAND FOR



## Empower

- To unleash the untapped potential in every individual.



## Engage

- Fostering a fun, interactive, and engaging learning environment that encourages participation and collaboration.



## Passion

- Bringing genuine passion to every session as the cornerstone of practical training.



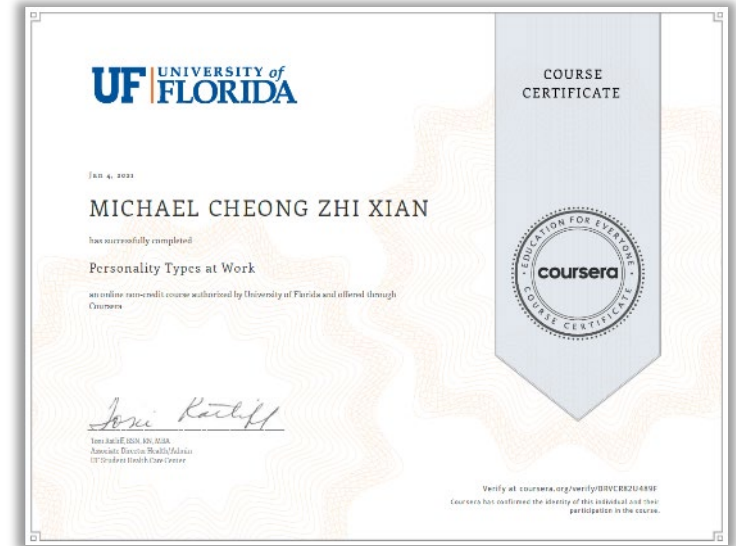
## Impact

- Design meaningful transformation and growth through acquiring knowledge, skills, and attitudes.

# MY CERTIFICATIONS



# MY CERTIFICATIONS



# MY CERTIFICATIONS



# NOTABLE SUCCESSES



- ✓ Strategize digital marketing strategies leading **10x visibility**
- ✓ **Selected Successful People in Malaysia 2022** – 4th Edition, British Publishing House
- ✓ **INIFAC Certified Virtual Facilitator™ (CVF)** - International Institute for Facilitation
- ✓ **GTF Certified Professional Trainer**, Global Trainers Federation
- ✓ **NeuroLinguistic Programming Coach**, The National Federation of Neurolinguistic Programming, USA
- ✓ **National Coordinator for YMCA Malaysia**, Asia Pacific Alliance YMCAs, 2019
- ✓ **eUsahwan Trainer** team to upskill **100,00 Malaysians**, 2020
- ✓ **Career Coach** under HRDF, 2020
- ✓ **SEO Copy and content writer** for various international industries

# VALUED CLIENTS & ORGANIZATIONS



SEGi  
University &  
Colleges



**UUM**  
Universiti Utara Malaysia



MediaSelangor



**celcom**<sup>TM</sup>



PENANG CHINESE CHAMBER OF COMMERCE



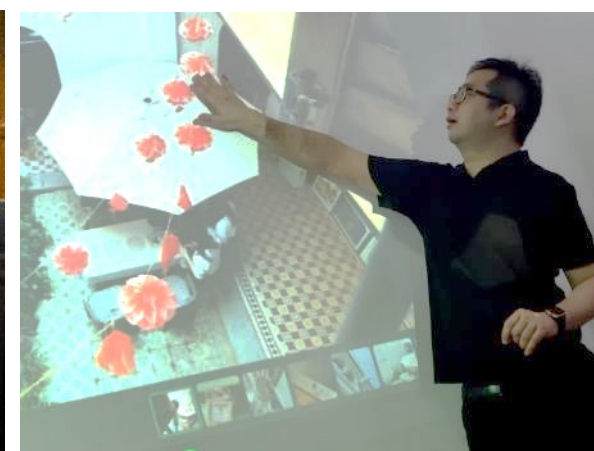
Pelan Jans Samula Ekoran Nasional





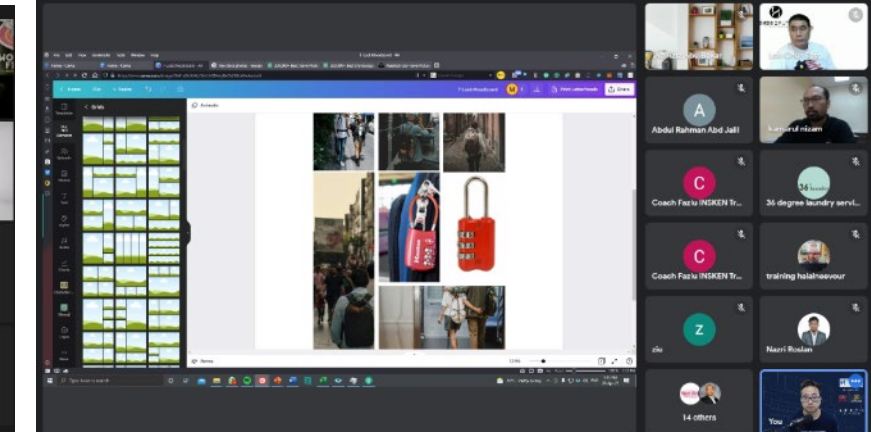
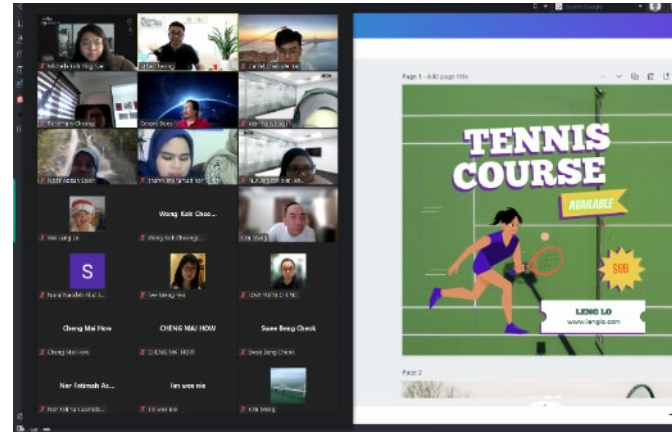
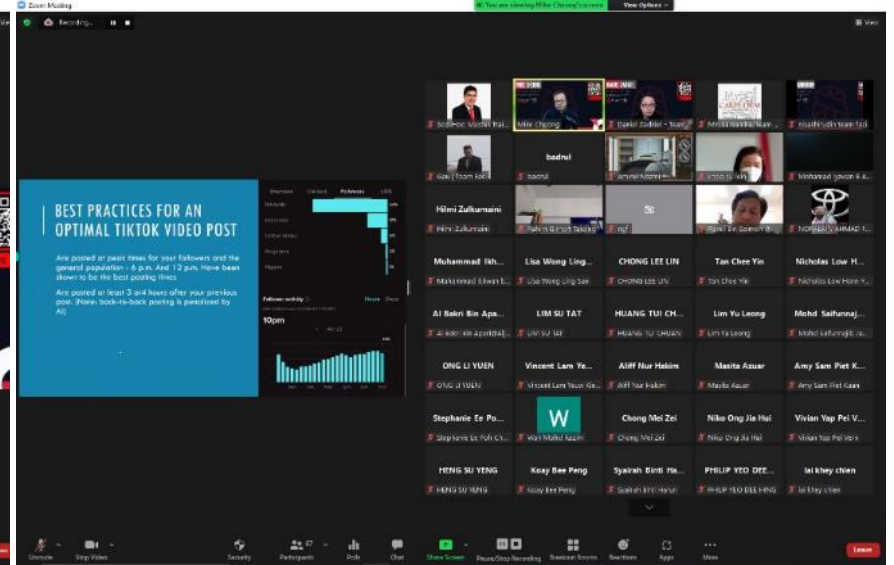
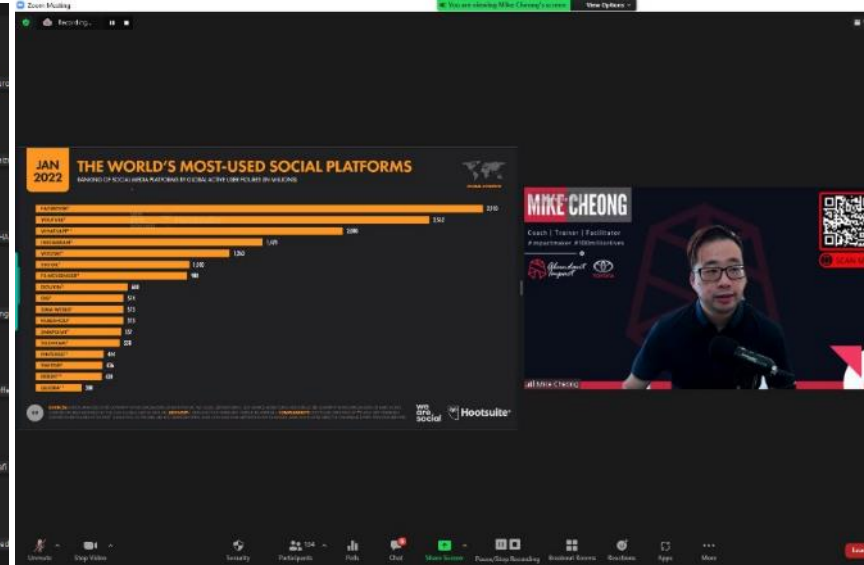
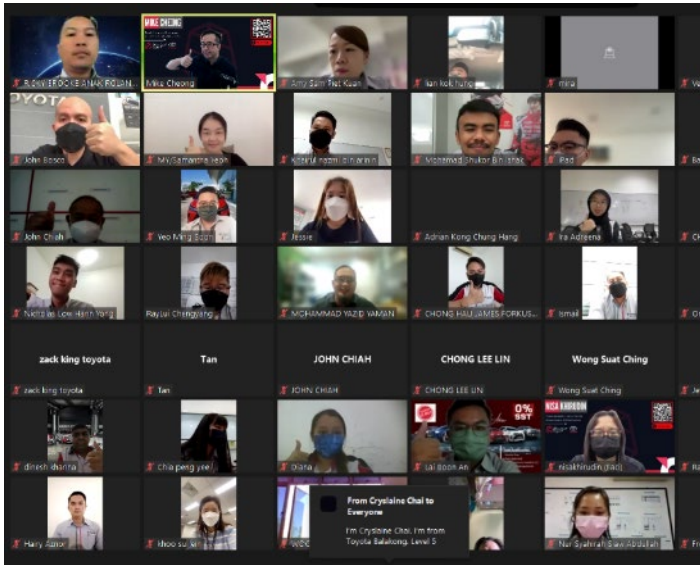
Photos from past training

# DIGITAL MARKETING TRAININGS



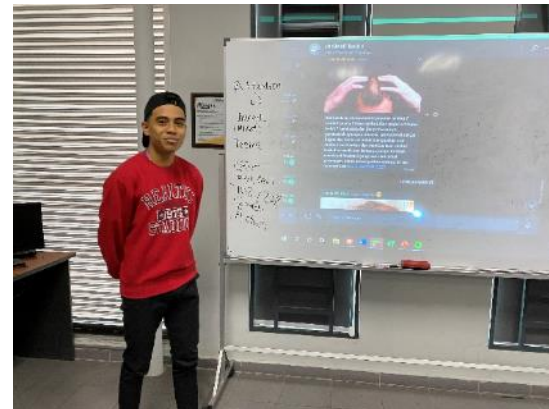
Photos from past training

# VIRTUAL CLASSES



Photos from past training

# SOFT SKILLS TRAINING



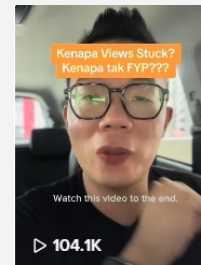
# TESTIMONIALS

“ Coach Mike is the most hype coach I've ever learned from. He is full of knowledge, and I learned a lot about branding. Never thought there was so much more than just a brand name. ”



**Khairül Adzwan**  
Founder & Creative Director of  
KRLbrands

“ I've been to many seminars for self and career development. I've met various instructors and trainers. Michael is one of those trainers that managed to keep my attention for 8 hours. His materials are clearly delivered with clarity and the presentation was not boring. Even for people like me who have some educational background in his teachings, he is still able to inspire me with new ideas along his teachings. ”



**Kioz Chan**  
Multi Award Winning Filmmaker /  
Entrepreneur / Official  
Edutainment TikTok Guru of  
TikTok Malaysia

# MARKETING SKILLS TRAINER: MIKE CHEONG

Introducing Mike Cheong - a **Marketing Skills Trainer** passionate about developing individuals and teams to achieve workplace potential by leveraging on leaving **impactful digital footprints**.

*He aims to help entrepreneurs, intrapreneurs, small businesses, medium-sized corporations, government agencies, and NGOs enhance their skills and competencies (primarily digital proficiencies) to achieve their goals.*

*In addition to his extensive experience in training and development, Mike possesses a wide range of competencies in **social media marketing, communication, creativity, customer service, emotional intelligence, entrepreneurship, leadership, marketing, sales, technology, and strategic operations management**.*

*As a **Business Skills Trainer**, Mike has a proven track record of delivering engaging, effective, customized training programs that enable individuals and teams to develop their skills and competencies. In addition to facilitating **interactive, gamified, and thought-provoking training sessions**, he motivates participants to **apply their knowledge to their responsibilities and roles**.*

*Mike is an excellent communicator who **connects well with individuals and teams** from diverse cultural backgrounds. He **creates a safe and supportive learning environment** encouraging participants to take risks, ask questions, and share their experiences.*

*Mike can help you reach your business objectives, whether you are seeking to enhance your leadership skills, improve customer service, build sales, develop emotional intelligence, launch and grow a successful company, improve operational efficiency, or implement effective marketing strategies.*

*If you're looking for a Business Skills Trainer who is **engaging, empathetic, and super interesting**, look no further than Mike Cheong. **Let's connect today** to discuss your training needs and take your business to the next level.*



# APPROACH



GAMIFICATION  
TRAINING SESSIONS



PROJECTS

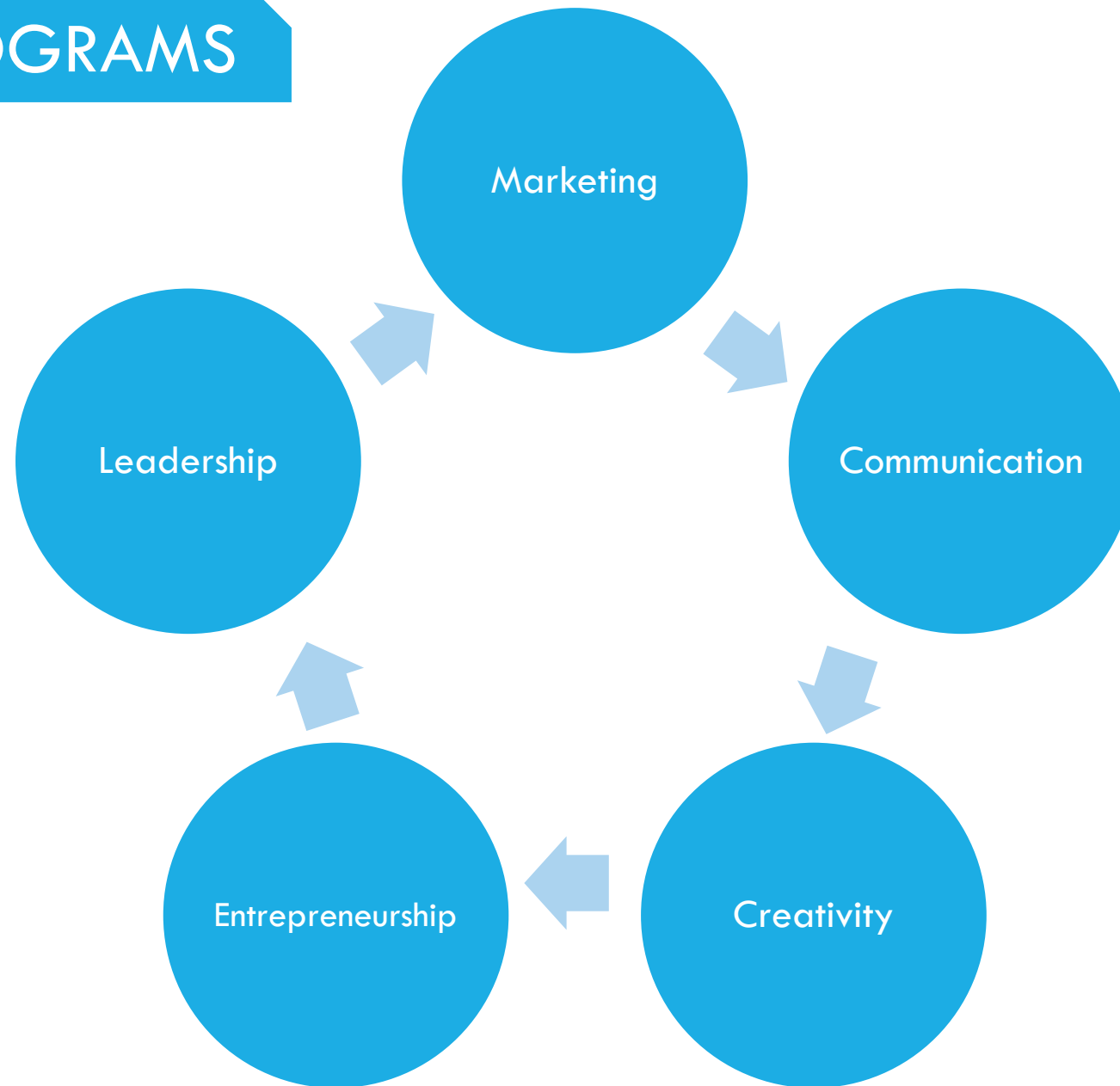


OPEN DIALOGUES




QUESTION &  
ANSWER



# TRAINING PROGRAMS




# WHAT OTHER PEOPLE SAY


 **Wallace Tan** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 28, 2020 · 🌐

Excellent teaching. So much better than some other training seminar on digital marketing that I've attended. Mike is friendly and easygoing, which is great, as everyone can approach him with any questions. Thanks again for the informative and effective training, benefitted much.

  Wallace Tan and 2 others 2 comments

 **Emily Msq** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 29, 2020 · 🌐

There is a lot of trainer out there but a trainer that can make his student understand what he teach re not many. Michael is one of them, the way he teach is very easy to absorb and understand. enjoyed the whole day session with him!

 **Sophy Sufian Sulaiman** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 2, 2021 · 🌐

Coach Mike banyak membantu saya dalam memahami topik branding di INSKEN ini.

Walau pun saya dah ada asas ilmu branding sebelum ini saya dapat faham lebih banyak lagi kali ini terutamanya berkaitan Moodboard yang pertama kali saya tahu di sini.

Terima kasih Coach Mike

 **Melissa Lynn** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 26, 2020 · 🌐


Great amount of digital marketing information is clearly delivered by Michael. Truly an enjoyable training session today with very good interaction with all of us .




Thanks a lot for sharing your knowledge and keep up the good work Mike!


  Wallace Tan and 1 other 3 comments

 Like  Comment  Share


View 1 more comment

 **Geoff Tan**  
Great stuff in 8 hours..jam packed program and very useful for a intermediate marketer...learned a lot. Mike's the man!


  2x 

 **Roy Ong** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 26, 2020 · 🌐

I like Mike's style of coaching in the digital marketing as he is able to deliver the message clearly through. He is knowledgeable and the contents are always straight to the point. Highly recommended for those who would like to learn digital marketing!

 **Keira Mokhtar** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 28, 2020 · 🌐

Mike gave a very eye-opening training on digital marketing. Informative and easy to understand, even if you're a newbie (like me). Mike's also very engaging so the training was fun all the way. I 100% recommend Michael's training!

 **Ikan Dilaut Ikan Dilaut** recommends **Coach Mike Cheong Digital Marketing Trainer.**  
August 6, 2021 · 🌐

penerangan sgt mudah difahami.. mesra dgn pelatihnya..



# WHAT OTHER PEOPLE SAY



**Kionz Chan** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

June 28, 2020 · 🌐

I've been to many seminars for self and career development. I've met various instructors and trainers. Michael is one of those trainers that managed to keep my attention for 8 hours. His materials are clearly delivered with clarity and presentation was not boring. Even for people like me who has some education background of his teachings, he is still able to inspire me with new ideas along his teachings.



**Siew Ling Lim** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

June 20, 2020 · 🌐

Michael Cheong is an excellent facilitator, friendly and warm, engages and interacts well with the participants. He is very knowledgeable in the topics he is facilitating, very patient, and took time to guide the participants through the practical learning experience. For example on the very important SEO topic, he spends significant time walking us through step by step to create our own Google My Business account, demonstrates, and explains in detail on how to capitalise on Google Trends data to create effective website. He is also very prepared with all his slides and makes learning very interesting and relevant!



**Slick Suai** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

July 15, 2021 · 🌐

a very motivated coach. good in explain and deliver the essence of the content in the course that he is coaching. contact n enroll.if u like the positive vibes and he will bring in the element of nlp in teaching. fully recommended for beginner



**Iris Yeoh** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

June 27, 2020 · 🌐

Mike's lesson was fruitful. 8 hours class gone very fast, and I love the 2 way communications between speaker and us .



**Akilan CH** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

August 6, 2021 · 🌐

very friendly. content was explained very clear!



**Nur'Amirah Tong Abdullah** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

June 2, 2021 · 🌐

He is very patient and very knowledgeable in what he is teaching us. Learn lots of knowledge from him. Tq Coach



**Samuel Rentap** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**

June 25, 2020 · 🌐

The way mike present the online course was very friendly and calm. The knowledge gain was worth the 10am - 6pm. Did not regret signing up for the course




**Izza Zainal** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**


June 2, 2021 · 🌐

Thank you coach for being very helpful and funny.


# WHAT OTHER PEOPLE SAY

 **Khairül Adzwan Khairullah** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.** ...  
July 14, 2021 · 🌐


Coach Mike is the most hype coach I've ever learned from. He is full of knowledge which I learned a lot about branding. Never thought there is so much more than just a brand name. Thank you Coach Mike!!

 **Azra Azura** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**  
March 3, 2021 · 🌐


I really like his teaching as it very clear, fun and full of knowledge and skills sharing. Also very helpful! It is useful to me! Thank you Coach Mike!

 **Wan Abdullah Wan Salleh** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.** ...  
March 3, 2021 · 🌐


Very Knowledgeable Coach in teaching branding. Easy to understand and can be implemented. Now can understand better in Brand purpose, brand positioning and brand voice. Thanks a lot Coach Mike.

 **Soh Jie Qi** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 29, 2020 · 🌐


I really enjoy in the class cause he very patient and very joyful and all people share the idea

 **Nur Izzah Mat Desa** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 2, 2021 · 🌐

Funny and super interactive! Thank you coach 👍

 **Sinar Marsya** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.**  
June 2, 2021 · 🌐


fast response, penerangan yg sangat padat dan mudah faham.  
sangat recommended!!!

 **Adele Emily Khor** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.** ...  
June 28, 2020 · 🌐

Fantastic coach and very descriptive information as well as very patient. It was a pleasure listening to you today!

👍❤️ 2

1 comment

 **Yinhann Ong** ★ recommends **Coach Mike Cheong Digital Marketing Trainer.** ...  
June 28, 2020 · 🌐

Thank you Mike for the super informative, clear and interactive training. It was an eye opener despite me being a millennium 😊 Gained lots of new knowledge 🧠 on digital marketing and how to develop the google business website. Hope to join your lesson again in the future.

# WHAT OTHER PEOPLE SAY

## Mike Cheong - Penang eUsahawan Digital Marketing Training

16, Solok Birch, George Town, Penang

4.9 ★★★★★ 90 reviews ⓘ



**Barry Teh**

Local Guide · 15 reviews · 1,358 photos

★★★★★ 7 months ago

Mike's presence definitely made a difference in the training with his friendly and easy going approach. He presented well and his explanation was easy to understand. Glad to have been able to learn new info in this era of technology and social media. Thank you.



**Sam Sanjeevi**

2 reviews

★★★★★ 7 months ago

Mike is a open, friendly and helpful trainer. I like his enthusiasm and passion when facilitating the class. The class conducted by Mike is interactive and engaging. More should come and attend his class. Recommended 👍



**CHEONG AMELIA**

3 reviews

★★★★★ a year ago

**Positive:** Communication, Professionalism, Quality, Value

If you wish to market your products or services for your small biz enterprises or your homemade products, Coach Mike will be able to help you. His training sessions is simple and easier to understand. Do ask Coach on questions you have in mind in related to e-commerce because he will be able to answers your questions. Presentation slides very informative and full of real life example on how we can market our products or services to our target markets. Do look out for his next training to further enhance your knowledge and skills on digital marketing. Well done Coach Mike!! 👍

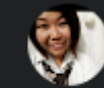


**Jeana Lim**

3 reviews · 1 photo

★★★★★ 7 months ago

A very dedicated and patient coach... he goes around to ensure every participant understand and able to cope during the hands on session before he proceed on in his class ... enjoyed his session and definitely benefited from his class.. highly recommended 👍👍👍



**Shovyn Tham**

1 review

★★★★★ 7 months ago

We're all so lucky to have a coach Mike like you who makes learning so much fun. You show all of the care, understanding, and patience that you do. Thanks again for all of the extraordinary things you do!



**Shahrul Adnan Ramlan**


1 review

★★★★★ a year ago

**Positive:** Communication, Professionalism, Quality

2 hours of coaching session with Coach Mike was well spent and worth every second! He knows how to observe his client and makes his coaching to be properly tailored to the client's way to his/her dream job. After completing my coaching session with him, I feel more optimistic and thanks to him for making me to be more tactful in my job-searching. Coach Mike might be a missing puzzle that a job-hunter has been searching for in order to achieve his/her dream job. His dedication and encouraging tips are able to get me back on right track in going forward in my job-searching journey.


# WHAT OTHER PEOPLE SAY

 **Terence Lee**  
1 review · 1 photo

★★★★★ a year ago

**Positive:** Communication, Professionalism, Quality, Value


Mike is a great trainer and is very insightful in regards to digital marketing. He is able to explain and show samples of successful and influential brands/businesses. A great day well spent 👍👍👍

 **Wellyn Lo**  
Local Guide · 19 reviews · 110 photos

★★★★★ a year ago


**Positive:** Communication, Professionalism, Quality, Value

Mike is very professional and patience enough to deliver the course contents. He will answer all the student's questions. Great job and looking forward to other courses by Mike!

 **Fauziah Ismail**  
1 review

★★★★★ a year ago


My Saturday was well spent. Digital eUsahawan session with Coach Mike was worth every second! Thank you for the wonderful sharing coach. I learnt a lot on how to use Socmed platform and how to optimise SEO Google. If you're wondering on how to be digital star..he is the man to look for.

 **zoey kelly**  
1 review

★★★★★ a year ago

**Positive:** Communication, Professionalism, Quality, Value


Great lessons, the whole lesson was easy to understand and tons of value. Mike is very friendly as well. Great experiences and would love to learn more in the future.

 **Nurumairah Ahmad Daud**  
3 reviews · 1 photo

★★★★★ a year ago


**Positive:** Communication, Professionalism

Nice speaker, very patience and down to earth ones, answering each question with a concise answer. Very recommended to those who beginner in digital marketing to join Mr Mike class.

 **Gee S**  
2 reviews

★★★★★ a year ago

New experience for me to learn about digital marketing . Well done Mike! Great trainer , has in-depth knowledge of the digital marketing industry.5 Star

 **Reif Hwang**  
Local Guide · 20 reviews · 2 photos

★★★★★ a year ago

**Positive:** Communication

Really good engagement and caters to his class.  
Learnt loads due to his pacing and how he prepared the teaching content.

# KEY PROGRAMS

## ➤ Digital Marketing 101

- Digital Marketing Framework
- The Abcd's Of Online Marketing
- Leveraging The Right Platforms
- Online Tools You Can't Lose
- How To Put Yourself Right In Front Of Your Customers through SEO

## ➤ TikTok Trendsetters: Crafting Engaging Content for Marketers

- Approaching people-centred marketing strategies
- Identifying and targeting global trends
- Develop irresistible short-form content stories that engage!

## ➤ Copywriting: Writing Copies That Sell!

- What Makes Magnetic Copies That People Want To Read?
- Painful Things Benefit You
- How To 10x Your Copies
- Zooming Into Your Customers Persona
- Salt & Pepper-izing Your Delivery
- Selling To Men Vs Women
- SEO copywriting\*\*

## ➤ Smartphone Photography And Videography

- Understanding your smartphone to use as your media weapon
- Industry standard camera shooting techniques
- Framing: The secret to unlocking your image from zero to AMAZING



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