



Leadership Academy Guide



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Use this guide to set up and execute the FuXion Leadership Academy in your area

Step 1

Know WHY you are having these

1. We are in the business of duplicating and developing leaders. By allowing people to start small presenting in this controlled environment, it allows them to build their skills.
2. A big part of success is making sure people understand how to build a Network Marketing business. The Leadership Academy not only allows the prospect to see HOW we are doing the business, but also teaches them how to teach others how to do the business.
3. This is like a gas station in the middle of the week. Sometimes you need the meeting. Sometimes the meeting needs you.

Step 2

Preparation for the Leadership Academy

1. Council of 2-6 people
2. Meeting venue secured
3. Starts with local leadership – look at this as a laboratory for developing leaders
4. Connect orphan lines (people that do not have an engaged upline)
5. Roles rotate each week
6. This is a WEEKLY meeting
7. This is a SECOND look for those interested, but not decided yet

Step 3

Process

1. Arrive an hour early to set up
 - Product Table
 - Banners
 - Tools Table
 - Mic Test
 - Music
 - Projector and Screen
2. Doors do not open until the music starts
3. Event starts at 7:00PM sharp
4. Introduce each guest to the speakers
5. 7:00 Begin the 7-story rule - You want to have the guest meet seven people before sitting down. Edify the speakers and your peers.
6. 7:27 – leadership council get together and have encouraging words
7. Meeting happens (see **Step 5** for format)
8. Follow up call with the leadership council – this will be scheduled according to everyone’s schedule. Purpose is to improve the event

Step 4

Responsibilities

Director of the Week – assigns each of these areas

1. Projector and screen
2. Banners
3. AV Person
4. Tools Table
5. Registration
6. Tickets and Promo Flyer
7. Refreshments
8. Oversees speakers’ topic and preparation





Step 5

Meeting Format

1. Introduction – what did you like about what you’ve already heard about FuXion?
2. Product Training (choose from **Possible Topic Rotation → Product Topics**) – 30 minutes
3. Skill Set (choose from **Possible Topic Rotation → Skill Set Topics**) – 30 minutes
4. Testimonials
 - Product
 - Business

* When giving your testimonial, please remember to avoid using diseases or conditions, and also avoid naming OTC or prescription drugs you may have been taking. For business testimonials, avoid making any income claims. The easiest way to do this, is to write your story as it happened, then talk with your sponsorship line to reword your story to keep it compliant for the regulators.

5. Success Story (top rank tells the story) – 30-45 minutes

Inspirational speaker

- See **Success Story Tips**
- What they do (or did) as a job
- The problem with what they do
- How FuXion solves that problem
- Share favorite product
- Handle common objections
 - Time
 - Money
 - Know people
 - Real business
- Call to Action – timing and position

6. Enrollments





Possible Topic Rotation

Product Topics

- Experience The X Effect (The Cleanse/Regenerate/Revitalize System)
- Achieving Optimal Health (Overview of Product Categories)
- Take Your Health Back! (Overview of Nutraceuticals Line)
- Sculpting Your Perfect Physique (Overview of Weight Management Line)
- How to Reach Peak Performance (Overview of Athletic Performance Line)
- Defy Aging (Overview of the Anti-Aging Line)
- Good Health Begins in the Gut! (Flora Liv, RGX1 & Liquid Fibra)
- The Science Behind FuXion (Wellmune studies and Patents)
- Cocktail Hour (Talk about the best products cocktails)

Skill Set Topics

- How Network Marketing Can Create Your Dream Lifestyle
- Creating an Empire with Home Meetings
- Use the FuXion Central System to Supercharge Duplication
- Creating Residual Income with the Evolution Compensation Plan
- How to Meet Great Prospects
- Starting Fast with the Xccelerator Guide
- Working Your Candidate List Effectively
- How to Make Effective 1-on-1 and 2-on 1 Presentations
- Making Powerful and Compelling Invitations
- Dream Building and Its Importance
- How to Go Bronze in a week
- How to Follow Up Effectively

Success Story Tips:

Remember the real reason we want to hear your story is how it applies to us. What is the lesson or takeaway for the audience?

Talk about the objections you had to deal with yourself. "I thought I was too busy to start a business, but I realized if I didn't make time now, I would never have any free time." "I didn't think I had the money to start a business. But I realized that if I didn't invest in myself, I would be broke forever."

We especially want to hear the obstacles you overcame. When you are vulnerable and share your challenges, defeats and setbacks, it lets us know that we are on the right track. Because you have mastered these challenges, it means that we can too.

Finally, give them a call to action. Talk about the importance of timing and positioning and getting started now.

Your job is to make them laugh, make them cry, then you want to say goodbye!

