



# The Jetset Leadership Playbook

## CONGRATULATIONS AND WELCOME!

We are delighted you have chosen to become a Transformational Affiliate. You have just partnered with an exciting, fast-growing company that is committed to encourage and support you on your journey to secure your personal financial future. The Transformational Affiliate business model is a simple and lucrative way of generating income. The most important factor in creating success is how you get started. The first 48 hours to 7 days are essential to your success. Getting started right away will greatly impact your success in the future.

## CREATE YOUR SUCCES STORY

By introducing “*key people*” to this business model right away will allow you to begin to build your business and create your success story. You may recover your start-up cost by referring 3 new Affiliates at the same or above value pack and a couple of customers on a subscription, this is called becoming a District. The faster you can do this the better. We suggest attending the 3-step welcome orientation. This is for business builders that want to grow fast, get set for success, properly launch their business and is ready to make a real commitment to succeed.

*Key people*: are business-minded, have a sphere of influence, have the resources to join, are self-motivated and coachable. Go to: [healthydefensenow.com](http://healthydefensenow.com) click on training and scroll down for the recorded 3-step orientation. Have a pen and paper and take it seriously.

## BECOME QUALIFIED IN 48 HOURS

This is your objective. If it happens faster, great. If it takes longer, it’s okay. The goal is to create a success story as quickly as possible, and the best way to do this is to earn a check in your first 7 days. The fastest method of doing this is to make a list of your 10 easiest to contact and your 10 best in 24-48 hours. Remember, don’t pre-judge. Often many of who you think will join probably won’t and many of those you think won’t-actually will be the ones that help you create your success story. If you don’t feel confident in doing this by yourself, don’t worry, you have a support team who will be more than happy to help you.



## **YOUR SUPPORT TEAM**

Your support team consists of support team leaders who have been where you are now, achieved success in earning income, advancing through the ranks and want to help you do the same. It begins with your upline National Builder; they have already become qualified and are positioned to earn multiple rank bonuses. Next is your upline Silver Executive; they have earned multiple bonuses and will be able to guide you along. Your upline Silver Executive has helped at least 2 others become a National Builder, most have already earned thousands of dollars. Finally, your support team Gold Executive has reached the pinnacle of accomplishment. Gold Executives and above on average have earned a six-figure income and multiple bonuses. These support team leaders want to play an instrumental role in your success story.

*Contacting your support team leaders is easy. Check with your sponsor. Ask, and look upward in your organization.*

## **YOUR FIRST SEVEN DAYS**

Follow your 3 step welcome orientation instructions. Write down each instructed request, take this seriously. Make a list of your easiest potential customers and business builders to contact, and your best if enrolled. Write your 90-day team and income goal.

Hold a grand opening business reception in your home, office, gathering place or virtually. Book two additional group business receptions and continue to identify more people to contact working with your support team leaders to introduce to the business model.

Stay plugged-in: connect to training sessions, conference calls, webinars, and live events. Staying connected is the key to your success. Remember your objective is to first refer 2 members and become qualified. Follow the 3-step orientation to a tee. Get set for success, launch your business, and commit to your success. Three simple steps will propel you towards becoming a National Builder earning multiple bonuses if done in the first 7 days.



# SUCCESS IS Easy AS 1-2-3

## 1. GET SET FOR SUCCESS

- Become a product of the product, commit to the 4month upgrade challenge (Purchase TOP package, proper smart ship)
- Write your **90-day team goal**
- Build list of customers and business builders (25 each)

## 2. LAUNCH YOUR BUSINESS

- Connect with your support team leader
- Get dual team qualified now
- Accept and Complete the VIP 15-day Challenge
- Book 3 Grand Opening events asap
- Accept the **100-look challenge**

## 3. COMMIT TO YOUR SUCCESS

- Define your **WHY** and commit to daily activity
- Make a twelve month stay active commitment
- Stay plugged in: Conference calls, trainings & events
- Commit to personal development



## YOUR FIRST 30 DAYS

Continue to work with your support team leaders to create your 90-day plan of action. Working with your support team, develop a “pique interest” dialog (example: Hi, I’m on my way out but I had to call you. If I told you that you could earn additional income without changing your schedule, would you want to know about it)

*Make a 12-month commitment to stay active and not quit.* All new businesses have ups and downs, but it’s those who keep charging that win. Hold two more business receptions. Continue to stay connected to presentations, training and your support team leaders. Commit to personal development. Understand that starting a new business you will learn new things, develop new skills and expand your business perspective. Stay trainable, coachable and teachable always!



## **YES, NO, OR MAYBE**

Sharing your business model is the key. Yes, No or Maybe are the only answers you'll receive but you will hear No occasionally. That's okay, just ask for a referral (if they know anyone who may be interested) and move on. Getting referrals is a great way to create unexpected results. Take some time and get better in your approach. After some time, tips from your support team, and practice, you'll be an all-star.

## **USE YOUR SUPPORT TEAM TO CREATE SUCCESS**

Your "Support Team" are the leaders that have come before you and created success. This group of leaders (as mentioned earlier) are eager to share their expertise at various levels to help you create your success story. As you begin to refer other members to your business, and they do the same and so on. This becomes your "Success Team". Simply put, your Support team members are those that enrolled before you, and your Success team members are those you have helped enroll directly or indirectly. The more successful your success team members are, the more successful you will become. *Use your support team to build your Success team.*

## **USE EXPERTS TO HELP BUILD YOUR BUSINESS**

Always be excited when sharing your business platform with others. Your genuine excitement will pique others' interest. Often it is human nature, however, for others close to you not to respect your knowledge of how to create business success. This is where you can utilize your support team leaders. There is no better training than learning from an expert in action. They play the role of an expert in sharing the necessary information in the proper way that others will "respect" if you properly introduce them.



## THE POWER OF EDIFICATION WHEN INTRODUCING

There is a level of trust between you and your contacts because of their relationship with you. If you properly edify, say good things about your business partner and colleague's accomplishments, character, and willingness to help, when introducing them, it will build a level of respect between your contact and the expert.



The diagram of the edification triangle pictured here

### THE 3-WAY INTRODUCTION PHONE CALL

What to highlight during the introduction:

Their success in this business model

Loves to help people

Has all the facts

Loves to have fun



“I want to introduce you to Mr/Ms\_\_\_\_\_. He/She is one of the top people in the company. He/She has earned thousands and is looking for others to help do the same. He/She is one of the leaders that will be expanding all over the world, but what is most impressive about Mr/Ms\_\_\_\_\_ is he/she is down to earth, humble, fun to be around and truly cares about helping people. I know the two of you will get along great.”

- Once the introduction is made, be quiet, don't interrupt or speak unless someone asks you a question. Let the expert do all the talking. You listen carefully and learn by example, even take notes if possible.
- By repeating this “over and over again”. You will get “better and better” and begin to get the hang of it. This not only will help you build your business; it will also teach you how to become the expert one day. Remember, you will get better the more you do 3-way introduction calls.

## **BUILDING A TEAM IS FUN**

Developing your presentation skills, learning how to conduct effective meetings, utilizing your communication skills on conference calls and social media will increase your ability to lead and grow your organization. This will help to maximize your income. Everyone gets better with repetition. Whether you are a practiced presenter, or have yet to conduct your first meeting, follow this step-by-step guide to become a pro.

## **CONGRATULATIONS!!!**

Simply follow the Jetset leadership game plan beginning with the 3 steps mentioned above, follow the lead of your Support team, stay connected to trainings, conference calls, webinars and live events, and you are on your way to achieving your financial goals. These steps are merely the beginning of what you will learn and how you will grow. Your financial rewards will be directly proportionate to your efforts. Now you have the Play Book, play the game, have fun and success will be yours. Welcome Champion! Your success journey begins now.