

Xenesta International, Inc.

90 DAYS TO EXECUTIVE

training guide





all systems
GO



Welcome to the Xenesta International Community!

Dr. Kyl and I are so very Blessed that you joined our Company, and we greatly appreciate your selection of Xenesta for your business home.

Xenesta is about Life Transformation. At Xenesta, our Mission is to empower Mental, Physical, and Financial Life Transformation around the world. We do that with nutritional supplements that support brain health and cognitive function, helping you to achieve a Brighter Mind: With Bioenergetic products that help you manage stress, gain energy, and build a Better Body; and with a Business Opportunity that enhances the Connected Spirit in all of us to reach our goals and to improve our lives.

Xenesta also provides you with an Opportunity to exceed your financial goals by building a personal business that features:

- Science-based Products that create a true difference in the lives of others
- The ability to earn commissions with the most compelling and rewarding Compensation Plan in the Industry, and
- The latest technologies for network marketing and social media to automate the way you reach your prospects and grow your business

Along with this Opportunity we are featuring a “90 Days to Executive Challenge”, which is the Topic of the Guide you are now reading. As a new Member of our Community, Xenesta wanted to provide you with a simple and effective path to building a truly successful Xenesta Team comprised of both Brand Partners and Customers. You will know exactly what to do on Day 1, Week 1, Month 1, all the way to the end of Month 3, so you have the opportunity to maximize the commissions and bonuses available in our Prime+ Compensation Plan and to achieve the Rank of Executive in the Community in just 90 Days.

A “Blueprint for Success” is at the heart of this financially rewarding and exciting Challenge. Xenesta’s Blueprint features just 3 Simple Steps:

- Step 1 – Enroll 3 Customers
- Step 2 – Enroll 3 Brand Partners
- Step 3 – Show Your Team How to Build in 3’s

It’s incredibly simple, incredibly easy, and incredibly effective. That’s the “Power of 3” to maximize the Prime+ Compensation Plan and to quickly earn significant commissions and amazing bonuses!

At Xenesta, we offer a place where you can lead others by serving them. You can literally make a living by inspiring others to improve their lives mentally, physically, and financially. No matter what level of income you’re seeking, Xenesta will show you the steps to get there. Take the Challenge and get ready to financially transform your life!

Yours,

Shawn D. Smith
President
Xenesta International, Inc.

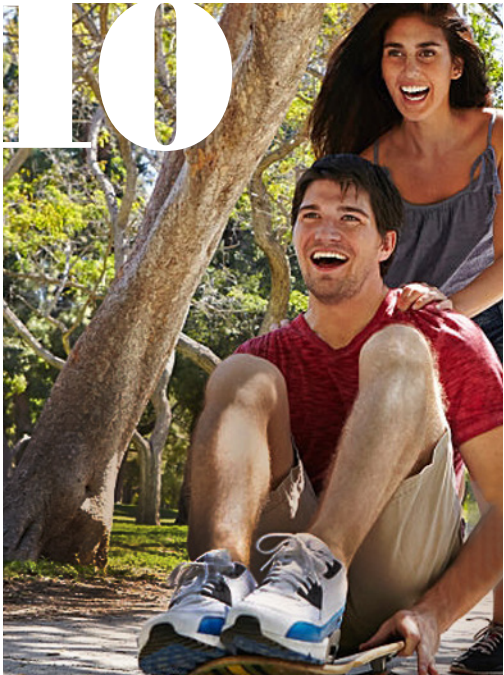


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Day 1 - Activation

Brand Partner taking the Challenge -

Once again, welcome to Xenesta International! You are now a Member of an exciting Community where Mental, Physical, and Financial Life Transformation is not only possible, but it occurs regularly. We are so glad that you joined our Community, and look forward to watching you achieve true Life Transformation! As we say in our home state of Texas, “Come on in and stay awhile”....

You should expect to hear soon from your Enroller. This is the person who’s Team you just joined. Your Enroller, like you, is a Xenesta Independent Brand Partner, and a Member of our Community. He/She is interested in your success and has the experience and expertise to show you how you can reach your financial goals as a Brand Partner.

Since you are reading this Guide, you are not only a new Xenesta Brand Partner, but you are also interested in reaching the Rank of Executive in our Company in just 90 Days.That’s what this Challenge is all about. We will show you 3 Simple Steps to take in order to rapidly grow your Team and to build your Xenesta Business to literally any level you desire. We call it our “Blueprint for Success”, and it is an easy-to-follow approach to achieving true Financial Life Transformation.

But we don’t stop with just the Blueprint for Success....this Guide is an interactive resource with step-by-step instructions for each week of the Challenge. We have textual content and videos to guide you personally through the Challenge, and also to help you to show the Members of your Team how to succeed in the Challenge. It couldn’t be easier to reach the Rank of Executive in 90 Days. Just follow the 3 Simple Steps.

So what do you do today on Day 1 of this Challenge? Just watch our “Welcome” Video, and login to Xenesta’s Cloud-based Back Office System. The Back Office is an easy-to-use platform to manage your Xenesta Business and also to take advantage our Social Media and Digital Marketing Tools designed specifically for network marketers. There are training videos available in the Back Office if you would like to learn more about this business platform.

That’s it for today. Again, Welcome to the Xenesta International Community! We’re blessed that you joined our Company, and we look forward to your success!



Enroller assisting a Team Member with the Challenge -

Thank you for your leadership in the Xenesta International Community! Someone just joined your Team as a Brand Partner and has also started their personal journey to Financial Life Transformation through the 90 Days to Executive Challenge.

This is an interactive guide that exists not only to show this new Brand Partner how easy it is to follow our “Blueprint for Success” and to reach the Rank of Executive in just 90 days, but also so you (as the Brand Partner’s Enroller) can guide your Teammate to success in the Challenge and, more importantly, to true Financial Life Transformation. And as you know, when your Team is successful, so are you.

It’s Day 1 of the Challenge, so all you really need to do is to welcome this person to your Team and to the Xenesta International Community. Introduce yourself, thank them for joining Xenesta, and encourage them to watch the “Welcome” Video and to join an upcoming Training Webinar. That’s it!

This is an exciting time for this new Member of your Team, and also for you! Imagine what it can do for your personal Rank and path to true Financial Life Transformation when your new Brand Partner is successful. Encourage them to follow this Guide and in only 90 Days, you will have a new Executive on your Team!

STAY a while



take a walk on the *BRIGHT* side

Days 2 & 3 - Affirmation

Brand Partner taking the Challenge —

It's Days 2 and 3 of the 90 Days to Executive Challenge, and we know that you are excited to start your journey to true Financial Life Transformation! Your Xenesta Products are also on the way, so you are soon going to be enjoying the Bioenergetic Nutrients and Botanical Ingredients that foster Mental and Physical Life Transformation.

On these two days, start by simply getting familiar with this Challenge. A basic orientation to the 90 Days to Executive Guide (the layout, format, and topics within the Guide) will be helpful as you start to think about building and growing your business.

Then, determine whom in your network you want to introduce to Xenesta products and/or the business opportunity, and how you prefer to reach them. Selecting your preferred marketing method is important, and it may vary based on who's in your network. How you would like to communicate the benefits of Xenesta products with these folks? It may be through Social Media channels, or perhaps you prefer to reach people through phone calls or email messages. No matter your preference, be sure to start reaching out to people to say "Hi" and to reconnect with them on a personal level if you haven't spoken in a while. Xenesta also has a Contact Spreadsheet that you can use to easily document the folks in your network, and to track their responses to your outreach efforts.

Finally, spend some time thinking about your personal Financial Goals. What does "Financial Life Transformation" mean to you? When you set your goals, you take the first major step toward achieving them, and you can better understand how to use Xenesta's Blueprint for Success to achieve success in your Xenesta Business.

Financial Life Transformation is on the way! You made a great choice when you joined the Xenesta International Community, and we can't wait to see your Business grow!

Enroller assisting a Team Member with the Challenge —

Your Brand Partner is now on Days 2 and 3 of his/her journey to Financial Life Transformation through the 90 Days to Executive Challenge. Xenesta Products are on the way as well, and your Brand Partner will be excited about the days to come!

With that said, some folks may experience a little "buyer's remorse" at this stage. All they need is a little reassurance, maybe via personal contact from you with some Testimonials on the company or products, or an invitation to walk them through Xenesta's Back Office system.

On these days we suggest that your Brand Partner establish his/her personal financial goals. "Financial Life Transformation" is different for each person, and goal setting is a big first step to goal achievement. With that said, our Blueprint for Success applies no matter what level of income a Brand Partner is trying to obtain. Your guidance in showing your Teammate the "3 Simple Steps" that comprise the Blueprint will help them to better understand how to reach their financial goals.

Please also connect with your Teammate and send them the Contact Spreadsheet they can use as a template to document the folks in their network. Your Brand Partner is starting to think about the folks in their network, as well as the preferred marketing method to reach those folks. The Contact Spreadsheet will be a big help to their efforts to connect with the people they know and love.

Thank you for your leadership in this first week!

Days 4 to 7 - Admission

Brand Partner taking the Challenge —

It's Days 4 through 7 of the 90 Days to Executive Challenge, and we bet that you are enjoying your Xenesta Products! Most people feel the difference literally the first day that they try our products because of the high-quality Bioenergetic Nutrients and Botanical Ingredients that support mental and physical energy. Let your friends and family know how the products make you feel! Your personal testimony will be an important part of growing your Xenesta Business.

In these days closing out your first week as a Xenesta Brand Partner, we suggest that you become more familiar with the XEN-FIT Challenge™, and the Xenesta Products that comprise this Challenge (X-FUEL™, NÜVIVE® BODY, NÜVIVE® BOOST, and NÜVIVE® CORE). Sales Sheets are available both on the Xenesta Website, and in the Back Office. In addition, videos on the XEN-FIT Challenge and all of our products are easy to access. Knowing more about how you can achieve Mental and Physical Life Transformation in just 30 days will be a powerful addition to your personal testimony, and you can easily share this information with your network based on all the incredible, pre-built content that Xenesta provides to support your business.

Finally, before the week is out, select just one of the videos you have watched and share it via your preferred marketing method with the folks in your network. It's easy to do....just choose the video and textual content already provided by Xenesta, be sure to include the link to your branded website, and send the video on its way! The goal is to enroll 1 Qualified and Active Brand Partner (QBP): A Brand Partner who personally purchases 70 CV of products in a month or enrolls Customers who purchase 200 CV in a month) and 3 Customers by the end of your first week. You can do it! Send out the video and watch how fast your Team grows...



TRUSTED
partners
stick together

Enroller assisting a Team Member with the Challenge -

Your Brand Partner is now on Days 4 through 7 of the 90 Days to Executive Challenge. He/She will receive their first Xenesta products order in this timeframe, and should really enjoy the way our Bio-energetic Nutrients and Botanical Ingredients make them feel!

In these days, we encourage your Teammate to become more familiar with the XEN-FIT Challenge, and the Xenesta Products that comprise this Challenge (X-FUEL™, NÜVIVE® BODY, NÜVIVE® BOOST, and NÜVIVE® CORE). As you are aware from personal experience, knowing more about how someone can achieve Mental and Physical Life Transformation in just 30 days along with your personal testimony are two powerful tools for your Xenesta Business. As such, please remind your Team Member that Sales Sheets are available both on the Xenesta Website, and in the Back Office, and that videos on the XEN-FIT Challenge and all of our products are easy to access and share. You could also send your Teammate your favorite XEN-FIT Testimonial or a link to one of our Community Coach webinars.

Finally, as it is the end of their first week, feel free to guide your Teammate on the level of effort needed to reach the Executive Rank in 90 days. Remember that there is a Testimonial on the simple “3 get 3” approach to becoming an Executive in 90 days. Feel free to share that resource with them. Ask about their personal financial goals and help them to set expectations. Remember that their success on your Team fuels your success as well.

That's the end of your Teammate's first week with Xenesta! More great times are still to come...



Week 2 - Acclimation

Brand Partner taking the Challenge —

It's Week 2 of your journey to the Executive Rank in Xenesta International! You are well on your way to achieving Financial Life Transformation, and our Company is blessed to have you as part of our Community.

This second week is all about acclimation....getting comfortable with the tools you have available to build your Xenesta business and becoming more familiar with Xenesta products and how they can help the people you care about to improve themselves mentally and physically.

We have the world's best science-based natural nutritional supplements that address the needs of five multi-billion dollar markets and the most compelling and rewarding compensation plan in the industry. What a great story for building your business! And once you are familiar with the tools we have available to share this story, then you will be poised to bring a lot of folks from your network onto your Team and into our Community!

As such, this week we suggest that you spend some time in Xenesta's cloud and mobile-based Back Office system. Move the people in your Contact Spreadsheet into the "Contact Manager" within the Back Office system so you can then use the incredibly simple tools to share videos, blogs, images, website content, and your own personal testimony by your preferred marketing method, whether that be by email, text, phone, or Social Media. Xenesta gives you fabulous content to share, so all you have to do is become familiar with the tools available to help you share it!

Xenesta's Back Office even has a powerful feature called the "autore-sponder" that you can use to help track the follow-up with the people you have reached out to. The System will contact them for you, remind them of the benefits of enjoying Xenesta products, and encourage them to join the Community. We also have a fantastic Sample Program that allows you to share a branded website link to your network so they can try out MemoryWorks® or X-Fuel™. There are training videos available in the Back Office to help you become familiar with the simple, but powerful digital marketing tools in our Back Office that can really boost your business!

Before the week is done, take your branded Sample Program website link and share it via your preferred marketing methods to your network. The goal for this week is to enroll 2 Qualified and Active Brand Partners and 3 Customers. With the compelling content in the Sample Program link, that's easy to do!



Enroller assisting a Team Member with the Challenge -

The Brand Partner on your Xenesta Team is now in Week 2 of their journey to the Executive Rank. This week is all about "acclimation", and your Teammate will focus on becoming more familiar with Xenesta's Life Transformation Products, and the Digital Marketing tools available in Xenesta's cloud and mobile Back Office system to manage their Xenesta business. The more comfortable he/she is with the content and tools that Xenesta provides, the more successful this Brand Partner will be in connecting with their network and bringing people into the Community as Customers or Brand Partners. In addition, your Teammate can start thinking about who specifically in their network would be more responsive to product information versus hearing about the business opportunity.

In this week, affirm with your Teammate Xenesta's Mission of achieving true Mental, Physical, and Financial Life Transformation. Who we are, what we do, and our core focus

on transforming and improving the lives of others is at the heart of the acclimation process. Remind them to enjoy our products, to build a personal testimony, and to explore the content and tools that Xenesta provides to help share our Mission and to positively change lives. Let them know about the Weekly Webinars and the Training Videos available to help them become more familiar with our Company and the tools we offer to help manage and grow their Xenesta Team and Business.

Finally, this week we are focusing your Teammate on sharing the Sample Program with his/her network. This is a powerful resource because it is pre-built content available on a branded website link that is easily shared via the tools in the Xenesta Back Office. Show your Brand Partner the video on the Sample Program link and how easy it is to grow their Team by introducing folks to Xenesta via MemoryWorks® or X-Fuel™ samples. As you watch your Teammate build their downline, you'll be glad you showed them the Sample Program!

Weeks 3 & 4 - Adoption

Brand Partner taking the Challenge —

Welcome to Weeks 3 and 4 of the 90 Days to Executive Challenge! By now you are realizing that the “Blueprint for Success” that focuses on 3 Simple Steps is really quite easy to follow! Your efforts to connect with your network by sharing a video and sending your branded website link to the Sample Program is resulting in new Customers and Brand Partners joining your Team. Congratulations!

In these two weeks your focus should be on adopting the steps defined in Xenesta’s Blueprint, and understanding what you can do to insure that you obtain all of the Bonuses available to you in Prime+ Compensation Plan. For example, Xenesta offers attractive “Fast Start” Bonuses that you can earn in this first month of your Membership in the Xenesta International Community. The Fast Start Bonus actually rewards you for taking the 3 Simple Steps needed to achieve the Executive Rank in 90 Days. In this first month when you enroll 3 QBPs and those folks also enroll 3 QBPs, you will earn an iPad and a Cash Bonus of \$250. You also can earn extra commissions when the folks joining your Team buy a Leadership Pack. That’s good for you and it is also good for your new Teammate because a Leadership Pack purchased upon enrollment waives the \$89 Membership Fee. Being aware of these details and adopting the steps to obtain commissions and bonuses will position you for success and set you on a fast track to the Executive Rank!

In addition, Weeks 3 and 4 of this Challenge are perfect for replicating your success in network marketing! By reaching out to your network with new “Sharing Campaigns” (like the Sample Program you shared in Week 2), you will see new Brand Partners and Customers enrolling on your Team. Speaking of Customers, we suggest a Sharing Campaign focused on gaining Retail and Preferred Customers. Why? Because the Prime+ Compensation plan will pay up to 45% of the commissionable value of purchases made by the Customers you enroll. At that rate, 1 single Customer buying just a month’s supply of a Xenesta Product puts \$31.50 in your pocket. When you “do the math” on Customer purchases (especially those folks achieving Mental and Physical Life Transformation with the XEN-FIT Challenge™), you can see how incredibly rewarding Retail Commissions can be!

Xenesta’s Mission/Vision and Culture is about Life Transformation. How amazing is it that people who enjoy our products and improve their lives mentally and physically can also transform their lives financially! When you describe that in a Sharing Campaign, you are sure to see positive results on your Team and in your Xenesta Business.

Your goal for Week 3 is to show your first three QBPs how to enroll 3 QBPs onto their Team and to personally enroll 3 Customers. In Week 4 the goal is to simply enroll 3 more Customers. That’s our Blueprint for Success in a nutshell: Enroll 3 QBPs and show them how to “Get 3” and personally enroll 3 Customers. When you replicate these simple steps, the Executive Rank and a life transforming income is within reach!

3 SIMPLE steps

Enroller assisting a Team Member with the Challenge —

Your Xenesta Teammate is now in Weeks 3 and 4 of the 90 Days to Executive Challenge! It’s been an exciting time for your Brand Partner, and by now they are familiar with what makes Xenesta special and why we are dedicated as a Community to Life Transformation.

These two weeks focus on adopting and replicating the steps that a Brand Partner takes to enroll Customers and Brand Partners on their Team, and insuring that the commissions and bonuses available in the Prime+ Compensation Plan are obtained. Your personal experience and network marketing expertise in adoption and replication will be important, so reach out to share “tips and techniques” with your Teammate. Helping them to also put together a plan for replication success in Month 2 of the 90 Days to Executive Challenge will also be important.

Other replication strategies can, of course, be found in the Xenesta International Community. Remind your Teammate of the availability of other Brand Partner Leaders in the Community and offer to connect them personally. You can also invite them to attend a Local or Regional Event where they can meet other Community Members and hear their “success stories”. Also, let your Teammate know that the Xenesta online Knowledgebase features Community Coaches, Webinars, Blogs, and other content to help them adopt and replicate the 3 Simple Steps that comprise our “Blueprint for Success”.

Finally, take a look at your Brand Partner’s Team to see if he/she is ready to move forward to a “6 get 3” approach to this 90 Days Challenge. If your Teammate is achieving a higher level of success in enrollment at this early stage in the Challenge, consider encouraging them to “Double Your 3” and to focus on getting 6 QBPs each month. This would set them toward achieving the rank of Global Ambassador in just 90 Days, and it would also make a significant and positive difference in your own rank and commissions. Success breeds Success, so show them the way!

Weeks 5 & 6 - Assimilation

Brand Partner taking the Challenge —

It's your second month as a Member of the Xenesta International Community! By now you have “settled in” and built a very strong foundation for the business that will transform your life financially. If you started your journey with Xenesta by taking the XEN-FIT Challenge™, then by now you have also seen how our products can foster Mental and Physical Life Transformation. What an exciting time!

Speaking of the XEN-FIT Challenge, in these two weeks we recommend focusing on this Challenge as the content for your next Sharing Campaign. Access the XEN-FIT Challenge testimonials in our online Knowledgebase, add your own personal experience if you have completed the Challenge, and then promote this content through your preferred marketing methods. Also be sure to share this information with your personal Team of Brand Partners and Customers.

In Weeks 5 and 6 of this 90 Days to Executive Challenge, you will have the opportunity to fully embrace Xenesta's Mission of Life Transformation. Take some time to access the Community Knowledgebase and reflect on how the Bioenergetic Nutrients and Botanical Ingredients found in Xenesta Products foster improvements in cognitive and physical health. Then you will be able to take you own experience, compare it with other Xenesta International Members and Brand Partner Leaders, and then refine your approach to sharing and marketing as you connect with more people in your network.

Speaking of other successful Brand Partners in the Xenesta International Community, this second month would be a great time to find a Leader (or Leaders) to serve as a Mentor. Choose someone at a Rank Level to which you aspire and have a conversation or two. Find out what they do differently in terms of network marketing and listen to their success stories. They will likely have some ideas that could boost your business!

Finally don't forget to put together a Plan for your activities this month. Focus on the “Blueprint for Success” and write down some metrics and goals that you will reach in the next 4 weeks. In Week 5 your goal should be to enroll 3 Customers. In Week 6, plan to enroll 3 QBPs and 3 more Customers. Also, in these weeks you can start to see the progress of your “Level 2” QBPs as they each enroll 3 QBPs to their respective Teams. Remember that the “Blueprint for Success” talks about “Building in 3's”. This means that while you are personally enrolling Customers and Brand Partners, be sure to show your Teammates how to do the same. This 90 Days to Executive Guide has content dedicated to helping you guide your Teammates through the same Challenge you accepted. And when they are successful, it helps you to “rank up” quicker and earn more commissions, so lead the way!



Enroller assisting a Team Member with the Challenge -

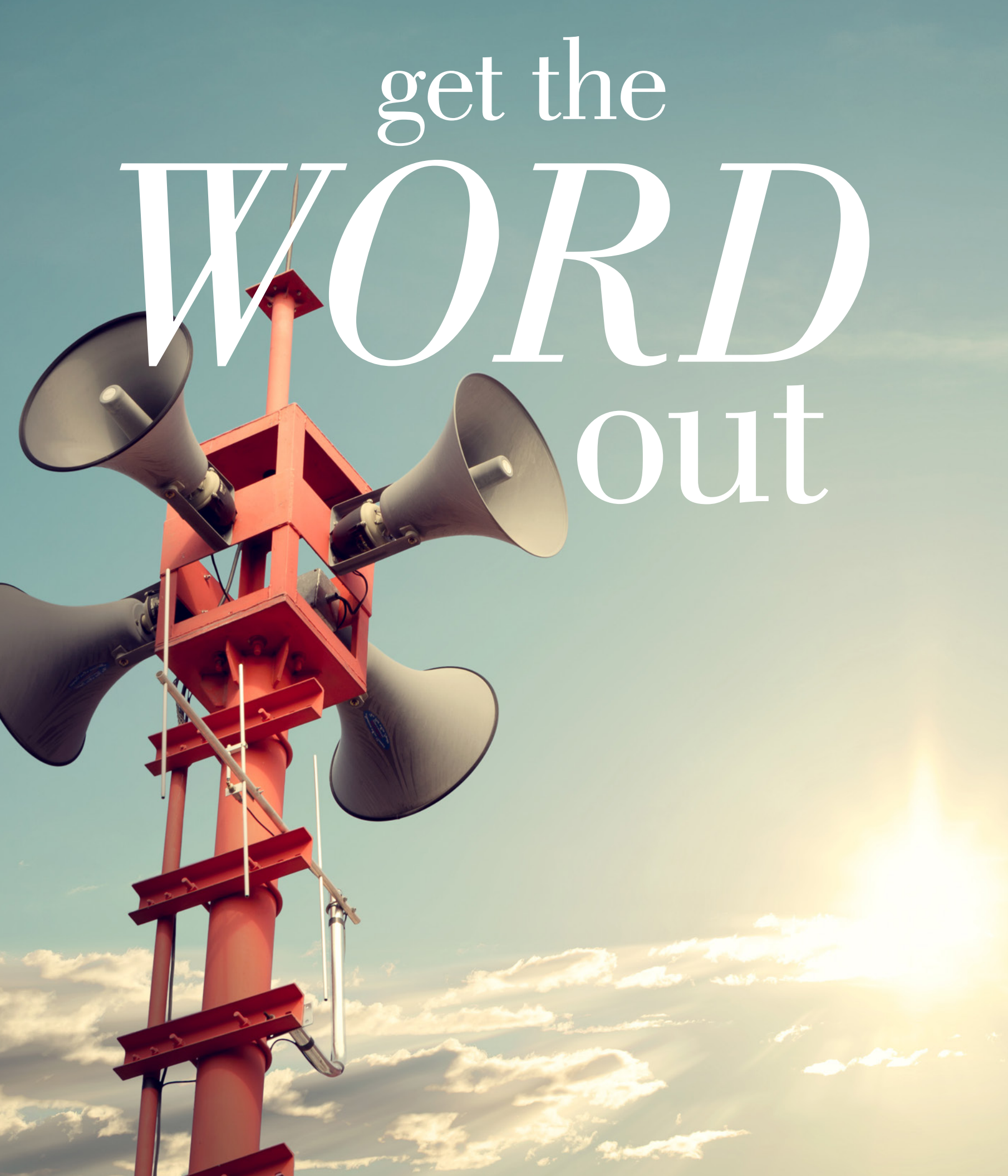
Your Xenesta Brand Partner has now reached Weeks 5 and 6 of the 90 Days to Executive Challenge. This is an exciting time for your Teammate, as he/she has built a solid downline of QBPs and Customers, has earned commissions and bonuses, and likely has also personally experienced physical and/or cognitive improvements via the XEN-FIT Challenge.

This month is focused on assimilating the personal experience of your Brand Partner with the very best networking techniques and business growth strategies available from Brand Partner Leaders (like you) and the Xenesta online Knowledgebase. When your Teammate embraces the Mission of Life Transformation, experiences the same, and compares it with the success stories of other members in our Community, the result is a powerful refinement of the content and message that will attract and retain more people to your Brand Partner's Team as Xenesta Customers and QBPs.

You can play a role in fostering this process of assimilation. Reach out to your Teammate and share your favorite Community Coach webinar, Blog entry, or Video. Share your own personal testimony and a success story or two. Encourage them to invite the people in their network to the Opportunity and Decision Calls. Remind them to send out a Sharing Campaign. A timely prompt to your Teammate via email, text, or a phone call can make all the difference in how they embrace our Mission and make it their own.

Speaking of Sharing Campaigns, in Weeks 5 and 6 we recommend that your Teammate share content related to the XEN-FIT Challenge. The “before and after” testimonies from folks who participated in the XEN-FIT Challenge are simply incredible, and can help your Teammate to gain a large number of enrollments this month. Show them how you launched your XEN-FIT Sharing Campaign (and the results) so they can modify their approach and maximize the positive response.

Finally, nothing gets people more excited about the future than getting an “Atta Boy” from a Leader. Be sure to congratulate your Teammate on his/her success over these first 2 months as a Xenesta Brand Partner. Remember that Enthusiasm is contagious!



Weeks 7 & 8 - Advocacy

Brand Partner taking the Challenge —

Welcome to Weeks 7 and 8 of the 90 Days to Executive Challenge! You are past the “halfway mark” to achieving the Rank of Executive in the Xenesta International Community, and you have already seen that Financial Life Transformation is not only possible, but it is fast becoming a reality!

These two weeks are focused on Advocacy... becoming a true advocate for Xenesta's products and our Mission of fostering Mental, Physical, and Financial Life Transformation. A good first step in this area is to document your own personal Testimony. How have the Bioenergetic Nutrients and Botanical Ingredients in our products made a difference in how you feel? How is your life different when you enjoy our products each day? Did you take the 30-day XEN-FIT Challenge™? And what about your business success? As a Director in the Company, what commissions and recognition have you received? What is your specific path to Financial Life Transformation? The answers to these questions will form a powerful Testimony that you can share with the Brand Partners on your Team, and doing so will fuel their success! Try using this Testimony as your Sharing Campaign for the week.

Being an advocate also means reaching out to folks that are in your network who may not be close friends or family. Social Media is a great way to let people know about the Life Transformation that occurs in the Xenesta International Community. If you haven't used a Social Media Channel for a Sharing Campaign, pick one and give it a try! We have training videos available in the Back Office system to make it incredibly easy to share content via Social Media, and we also have text, images, videos, blogs and more posted in the online Knowledge-base that you can easily use for Social Media posts. If you are already familiar with Social Media, then choose a Channel that you don't have a presence in, set up an account, get some followers, and make a post. You will be amazed at how many different people in your personal or business network participate in Social Media!

Your goal for Week 7 is to show the QBPs you enrolled in Weeks 5 & 6 how to enroll 3 QBPs onto their Team and to personally enroll 3 Customers. In Week 8 the goal is to simply enroll 3 more Customers and assist the QBPs in Level 3 of your downline to enroll 3 QBPs onto their respective teams. As you are starting to see, your Team is growing rapidly. Soon you will be sharing in their success!

Enroller assisting a Team Member with the Challenge -

Your Xenesta Teammate is now in Weeks 7 and 8 of the 90 Days to Executive Challenge! They are halfway to their goal of becoming an Executive in the Company, and they are starting to see their Team grow at a rapid pace. At this stage, your experience in how a downline develops can be very valuable to your Teammate. Reach out and help them to better identify the true Network Marketers on their Team and how to support and replicate their success.

These two weeks focus on Advocacy... becoming a true advocate for Xenesta's products and our Mission of fostering Mental, Physical, and Financial Life Transformation. This Guide suggests that your Brand Partner build, document, and share a personal Testimony of Life Transformation. Show them how to make a video of their Testimony and guide them on how easy it is to use this Testimony in a Sharing Campaign.

Speaking of Testimonials, remind your Brand Partner to start capturing the XEN-FIT Challenge testimonies from the members of his/her Team. These are incredible resources that can be shared through your Teammate's preferred marketing method. With that said, in these 2 weeks we have suggested that your Brand Partner try out a new Social Media channel for their weekly Sharing Campaign. If you have had success with a specific channel, be sure to let them know!

Finally, encourage your Teammate to teach a success principal that they have mastered. Being an advocate involves “stepping out” a bit, and your Teammate can do that via speaking on a conference call or a webinar, or speaking at a local event. Remind them that when they share their success and show others their tips and techniques, then those folks (likely members of their Team) will achieve greater levels of success on their own, which in turn boosts your Teammate's business (and yours, too!). Together We Achieve More (TEAM).....



Weeks 9 & 10 - Addition

Brand Partner taking the Challenge —

It's the third month of your 90 Days to Executive Challenge! By now you can see the "light at the end of the tunnel", and you are very close to achieving the Executive rank at Xenesta. Nice job! You have an incredible number of people who are cheering you on to success, and it is clearly within reach!

Weeks 9 and 10 are all about adding people to your Team. Your focus is on replicating the success you have achieved to-date, and solidifying the processes you have adopted to bring people out of your network and onto your Xenesta Team. Take a few minutes early in Week 9 to assess your progress and to determine how many QBPs you need to achieve not only the rank of Executive, but to also reach your personal Financial goals. If you have been following this Guide closely, it is likely that you just need to continue "Building in 3's". That's our Blueprint for Success!

Stay on target these two weeks with your efforts to reach out to your network to gain more Customers and QBPs. Use Social Media and the health and wellness knowledge-base content Xenesta provides to gain followers. Invite QBP prospects to the weekly webinars. Send some texts or make

some phone calls to follow-up with folks who have in the past expressed interest in our products or the business opportunity. Send out a new Sharing Campaign. All of these efforts replicate your success and will result in the addition of people to your Team....and the folks enrolling this month will push you "over the finish line" in your goal to become an Executive!

Speaking of a Sharing Campaign, these 2 weeks would be a good time to tell your network about the 90 Days to Executive Challenge that you are now completing. Let them know where you started, where you are today, and how Xenesta's Blueprint for Success makes Financial Life Transformation possible. So many people are seeking financial life-change, and they can find it as a Member of your Team!

Your goal for Week 9 is to enroll 3 Customers while the QBPs from your Level 2 that you enrolled in Weeks 5 through 8 enroll 3 QBPs onto their Team. In Week 10 the goal is to enroll 3 more QBPs, enroll 3 Customers, and assist the QBPs in Level 3 of your downline to enroll 3 QBPs onto their respective teams. Addition leads to multiplication which leads to financial success for your Xenesta Business!

SOCIAL MEDIA



POWER OF THREE



VIDEOS



BLOG



PRINT MATERIALS



WEBCASTS



Enroller assisting a Team Member with the Challenge -

Your Xenesta Brand Partner has now reached Weeks 9 and 10 of the 90 Days to Executive Challenge. This is last month of the Challenge, and your Teammate is well on his/her way to achieving the goal of becoming an Executive in the Xenesta International Community!

These two weeks are focused on "addition"...taking the right steps on the "Blueprint for Success" to add QBPs and Customers to their Team (and yours!). Your Brand Partner should be replicating the success they have achieved to-date and polishing the processes they have adopted to bring people out of their network and onto their Xenesta Team.

This is a concept that you already have taken advantage of in your own Xenesta Business, so reach out to your Teammate and remind him/her about the "Replication Basics" you have utilized to grow your Team, such as keeping the Contact Spreadsheet updated; sending out a new Sharing Campaign each week; staying on target with getting 3 QBPs each month (or 6 if your Teammate chose the "6 get 3" Challenge); and using the Placement Tree to "rank up" Brand Partners in the downline. Your advice and strategies for success will help your Teammate to continue adding new Customers and QBPs to their team, which will in turn boost both of your Xenesta Businesses.

Finally, take a moment to evaluate the preferred marketing method of your Xenesta Teammate and suggest that he/she "step out" and try something new. Often using a new method, such as a new Social Media Channel, can open up the Brand Partner's network to an entirely new group of people. If you have had recent success with a specific method, be sure to share it with your team.

Your Teammate is only a few weeks away from the rank of Executive. Tell them to keep on adding to their team, and both of you will achieve new levels of growth and new levels of financial achievement!

Weeks 11 & 12 - Accomplishment

Brand Partner taking the Challenge —

Welcome to the last two weeks of the 90 Days to Executive Challenge! If you haven't already done so, in these weeks you will likely reach your goal of becoming an Executive in the Xenesta International Community, so Congratulations! Your success is truly amazing, and our Community is ready to cheer you on to even greater Ranks and higher compensation.

Weeks 11 and 12 are dedicated to your Accomplishments. You not only have achieved a special Rank in the Xenesta International Community (worthy of tremendous recognition, which you will receive at our Annual Conference), but you have earned significant commissions, and have positioned your Xenesta Business for continued growth. The members of your Team are going to want to know how life change happened for you in just 90 days, so be sure to record and promote your Business Success. Hold a webinar, make a video testimonial, or even speak at a local or regional event, then share this story with the members of your Team, as well as the folks in your network. You are the proof that Financial Life Transformation occurs in the Xenesta International Community, and sharing your success will bring even more Customers and Brand Partners to your Team.

Finally, as the 90 Days to Executive Challenge concludes, be sure to set your personal financial goals for the next 90 days. Remember, there is no limit to the financial compensation you can receive as a Xenesta Independent Brand Partner, and with each and every Rank above Executive, more downline levels open up, and more commissions, bonuses, and rewards become available.

Your goal for Week 11 is to enroll 3 Customers and to show the QBPs you enrolled in Weeks 9 and 10 how to enroll 3 QBPs onto their Team. In Week 12 the goal is to enroll 3 more Customers and assist the QBPs in Level 2 of your downline from weeks 9 and 10 and the QBPs from Level 3 in your downline from weeks 7 and 8 to enroll 3 QBPs onto their respective teams. Holding a webinar might be a good idea to help your downline with the “3 get 3” and “6 get 3” replication concepts, because as you are starting to see, your Team is growing rapidly. Soon you will be sharing in their success! Addition leads to multiplication which leads to financial success for your Xenesta Business. Show your Teammates that they can reach the same level of Accomplishment that you have achieved in only 90 days!



Enroller assisting a Team Member with the Challenge -

Your Xenesta Teammate is now in the final two weeks of the 90 Days to Executive Challenge. There is a palpable sense of Accomplishment in the air, which is the focus of Weeks 11 and 12. It's time to share in their success!

At this stage in your Brand Partner's path to the Executive Rank, their achievements should be recorded and shared with other members of his/her Team. “Success breeds Success”, and showing other Members of the Community (via webinar, a video recording shared on Social Media, a speech at a local event) how this Rank can be reached in just 90 days will be a tremendous boost to their attitude and to their Xenesta Business. Reach out to your Teammate and to the other “Top 10” Brand Partners on your Team and help them to record and share their accomplishments.

While you are connecting with your Teammate, remind him/her that there are other Members of the Xenesta International Community with similar stories of Life Transformation that will be useful to their personal Xenesta Business. Encourage them to reach out to others as you have done in your Business, and to exchange tips, techniques, and testimonials. What they learn through this interaction will help them refine their message to the folks in their network.

Finally, don't forget that the new Executive on your Team still has more Ranks and financial rewards to obtain. Help your Teammate to establish financial goals for the next 90 days and remind him/her that there are no limits to the financial compensation they can receive in their Xenesta Business. The more they achieve the more you achieve, so keep them focused on replicating their success!

Xenesta International, Inc.

CONGRATULATIONS

You have reached the Rank of Executive in the
Xenesta International Community....

well done!

We are incredibly proud of your achievement and, more importantly, how many lives you have touched as you empowered Mental, Physical, and Financial Life Transformation on your Xenesta Team. You made a truly positive impact on our Community, and that's what Xenesta is all about!

Remember that Xenesta is a "Legacy Company". We want you to build a lasting business in our Community, and there is much more that you can accomplish! Set some new Goals for your Xenesta Business, continue reaching out to your network, and watch how many more lives are transformed!

Again, Congratulations on becoming an Executive in our Community! We look forward to your continued success...

Note: The earnings of any Xenesta Independent Brand Partner referenced in, or implied from, this "90 Days to Executive Challenge" are not necessarily representative of the income, if any, that a Xenesta Independent Brand Partner can or will earn through participation in the Prime+ Compensation Plan. Xenesta pays no compensation for enrolling new Customers or Brand Partners. Rather, compensation is based solely on product sales, which varies. Xenesta does not guarantee or project the actual earnings or profits of any Xenesta Independent Brand Partner.