

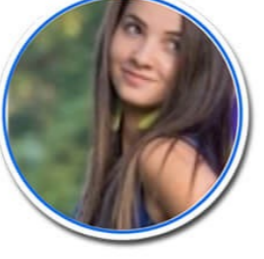


WealthAcademy: All Hands Meeting

SH SHAQIR
HUSSYIN




Hey, Everyone!




MISSION: To Become #1 Incubator For Creating Entrepreneurs That Make Lasting Impact




 Kuala Lumpur, Malaysia




 San Diego, USA




 Sydney, Australia




 Hong Kong




 Singapore




 London, UK



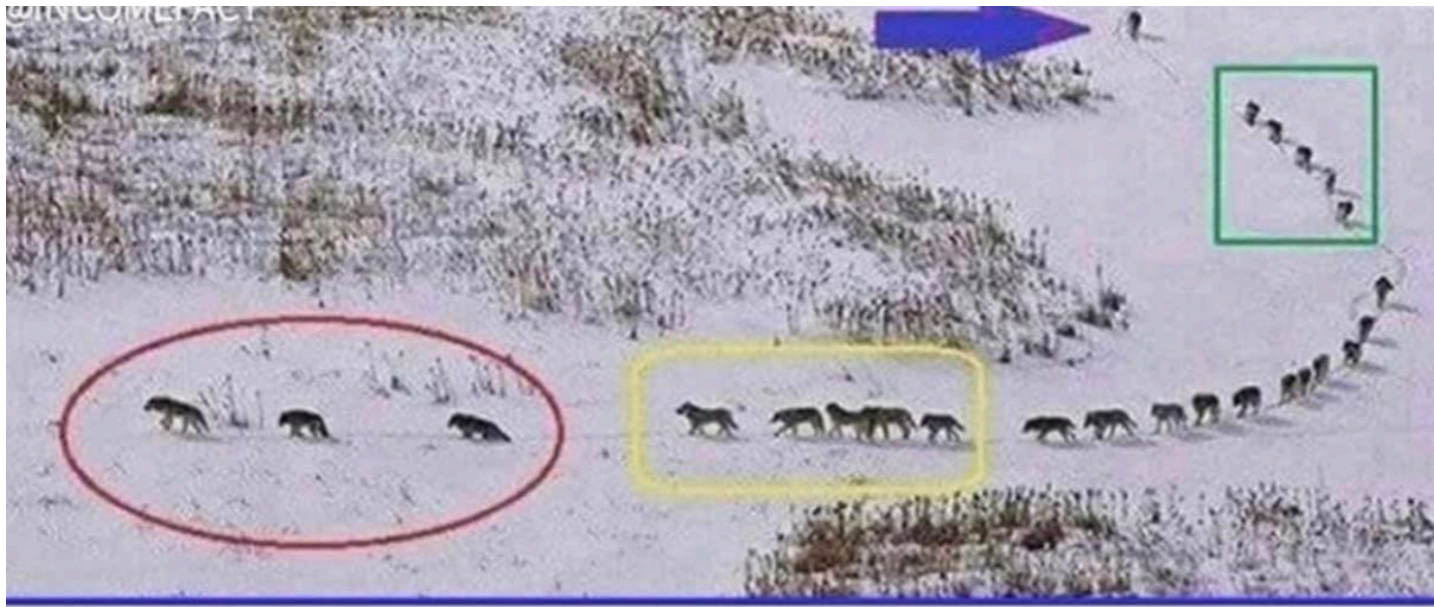
 Toronto, Canada



 Vancouver, Canada



Your SOLE Goal; Give The CEO Peace Of Mind.



We can all learn an invaluable **leadership** lesson from this **pack of wolves**:

- The **3** in front are old and sick. they walk in front to set the pace.
- The next **5** are the strongest. they protect the front side from an attack.
- The **middle group** is fully protected.
- The **5** behind them are also among the strongest. They protect the back side.

The last wolf is the **LEADER**. He ensures no one is left behind. He keeps the pack tight and on the same path. He is ready to run in any direction to protect his pack.

**BEING A LEADER IS NOT ABOUT BEING IN FRONT.
IT'S ABOUT TAKING CARE OF YOUR TEAM.**



**WEALTH
ACADEMY**

Big Focus:

WE **SYSTEMISE**, DOCUMENT & **SHARE** OUR *KNOWLEDGE*

WE *OBSESS* OVER DATA. WE *OWN* OUR RESULTS

CORE VALUES

WE ARE THE "**SUPER HERO**"
TO THE INDUSTRY, CLIENTS & PARTNERS

WE *NURTURE* A SUPPORTIVE TEAM ENVIRONMENT
AND HAVE OUR TEAMS BACK

WE *EMPOWER* TEAM MEMBERS TO MAKE DECISIONS
NO WUSSIES ALLOWED

WE **PUSH OUR BOUNDARIES DAILY**
WITH CHALLENGES, KNOWLEDGE & WISDOM

WE *MOVE FAST*. LESS WORDS. SPEED
URGENCY. NOW. GETTING IT DONE

WE **SYSTEMISE**, DOCUMENT & **SHARE** OUR *KNOWLEDGE*

WE *OBSESS* OVER DATA. WE *OWN* OUR RESULTS

WE *FOCUS* ON DISRUPTIVE & EXPONENTIAL **GROWTH**
BEND REALITY
WE MAKE MAGIC HAPPEN

- The Business needs to run WITHOUT ME. So I focus on my UNIQUE Ability.
- Your "daily-to" do needs to be systemised, documented so we can have others get trained under you and you can move to higher-leverage activities.



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- **Taking Care Of Existing Clients** - 4x Weekly Webinars. Giving them access to coaches, support, extra training, ongoing faster support.
- **Attracting 60 VIP New Clients ONLINE** - All Focus Get New Clients to make Oct-Nov-December create momentum for 2021

Company CORE Focus Points For 12 Week Year (Oct/Nov/Dec)

1. 5 Day Challenge

2. Re-Write Backpack Millionaire Book

3. Taking Care Of “EXISTING CLIENTS”

**4. VIP FA (\$12.5k-\$18K) 90 Day Accelerator –
OKR: 8 Sales Per Day = \$100k Daily.**

5. SHIC / Pink Diamond \$50k-\$120K

6. Get FBAdsAgency.com to \$100K Recurring

1 Page Summary - 3 Things

Positive Focus x3

- **Getting Lean** - Completed one of our BEST EVER “Cash Collected” LIVE Events in Toronto.
- Back To Core Focus On Unique Ability: Speaking, Coaching & Strategy (Sales&Marketing)
5 Day Challenge - FOCUS THIS WEEK. (CAS)
Book - FOCUS THIS WEEK.

Challenges To Overcome:

- Merchants & Banks for “Online Launches”
- Customers from Low-End to Higher End.
HIRING NEW OPERATIONS / Client Coaching Help

Focus: 3 Core Areas

- Challenge - Completed This Week.
- Backpack Millionaire - Sales Page & BOOK
- Do podcast rampage 30 shows in 30 days.

Front End Marketing

1. 5 Day Challenge
2. Backpack Millionaire Book
3. Webinar > Lead Gen



This Changes Everything...

Systems To Scale Sustainably, Profitably & Whilst
Having A Life...

Systems & Processes Created For:

Sales | Marketing | Client Fulfilment | Human Resources |
Finance | Management

Star Team Member Of The Month: Rewards & Recognition

**Ismael (Head of Div for IPS2;
Ecom Automatic)**

**SHAQIR
HUSSYIN**



Company Targets (As Of Q4, 2020)

- The 'reason why' I'm sharing these is to encourage **you must STEP UP your game**, if you aren't adding value, creating assets, managing growth in the company - we have misalignment.
- Daily Accountability, Constant 'Growth' internally and externally is needed to **GROW WITH THE COMPANY.**

**Promotions, Bonuses & Commissions
will be given to 'Top Performers'.**

CEO, Shaqir Hussyin

HR
Sandy

CEO Personal Exec
Sandy

CFO / Finance Manager

CMO Manager
Shaqir

Operations Manager
Sara

Partners
Alexandru (GFunnel)
Venkata (VAA)
Jason (SAA)
Hamid (Tech)

Finance
-CFO
-Shaqir

-Zak (Invoices To Pay)
-Daniel (Finance Assistant)
-Marie (Acc Payable)
-Khalid (Events)
-Kalpna (Collections)

Events Sales Manager
Khalid

Tech Manager
Sohail

CS Manager
Jingle

Tech
Sohail
Rich

Social Media + Video
Mike "Magic Mike"

CS
Jingle
Ann
Ashley
Roger

EVENTS
Shaqir
Khalid

Zak
Ashley

Ian
Kasia
Michelle/Y/M
Roger

Sales
L3: Ian/Shaqir/Scott
L2: Zak/Sean Wray

L1: Roger -
-Khalid

L0: Ashley/Eunice
Edward/Isabella

Marketing
Shaqir
Jagan
Humayun
Sara
Sohail
Renald

KPI's
Danial
Finance

Richard
Marketing

ECOM
Ismael
Humayun
Sara

Sales L0

L0: Ashley/Racqy/Ionie
Edward/Isabella

Qualifiers:

Call Up Clients (Using Script)
Build Relationships With Them
Help Them Move Along The Process
Qualify Them To Have A Call With

L1: Sean Wray/Roger/Khalid

\$50 Cash-Bonus For Every Sale That
Gets Made By **L1**

Customer Service

Team Leader: Jingle

This Week:

System: Complete Optimised Delivery Service - start to end.
System: Thank You Email / Personal Phone Call Welcoming
The Buyer/ Confirmation Of Delivery Call / Followup Support

- FB Groups - Community (Roger)

<https://www.facebook.com/groups/shaqirhussyin/>

Massive FAQ - Zendesk Site - Make It Public

**OUR GOAL: To Be Known For
Customer Centric Focus**

All Customer Service Enquiries/Emails/Concerns Must Lead
To The Client Having A Great Experience...

Sales L0

Step 1: Jingle Will Allocate Leads

100,000+ / 20,000+ Leads with Phone Numbers

5,000 Front End Buyers - \$49 Buyers (Call These Buyers Up,
Follow The Script) And Get Them Engaged With The FE System

Qualifiers:

Call Up Clients (Using Script)

Build Relationships With Them

Help Them Move Along The Process (Free Training Webinar)

Followup With Them - Qualify Them To Have A Call With

L1: Sean Wray/Roger/Khalid/David Traub

\$50 Cash-Bonus For Every Sale That Gets Made By L1

SH SHAQIR
HUSSYIN



How To Allocate Coaches

Budget Is Less Than \$1,000

(L1) Roger + Khalid Will Be The Coaches (POC)

Budget Is More Than \$2,000-\$10k

(L2) Zak + Sean Wray Will Be The Coaches (POC)

Budget Is \$25K-\$100K

(L3) Shaqir Will Be The Point Of Contact (POC)



LIVE Events Backend

Wealth Academy Plus 3k (One Core Training)

Wealth Academy Pro 10k (Training Vault)

Wealth Academy Mastery 25k (2 Day Workshop)

Wealth Academy Elite 40k (previously called SHIC Mastermind)

Wealth Academy Elevation 60k (5 Day Retreat)

Wealth Academy Pink Diamond 120k

What's Next...

Optimising All Current Processes (slowing down to scale up)

Adding in new products online and offline (slowing down to scale up)

We have a few team members departing and a lot of new ones coming in

Shaqir's Personal BOARD OF ADVISORS

What's Next...

We will be discussing divisions: Company Mission, Values, Finance, Marketing, Sales, HR, Growth Plans and more. We will also be recognising and rewarding the Top Performers for the week and month and also **\$100 each week will go towards the Idea Of The Week by 1 person.**

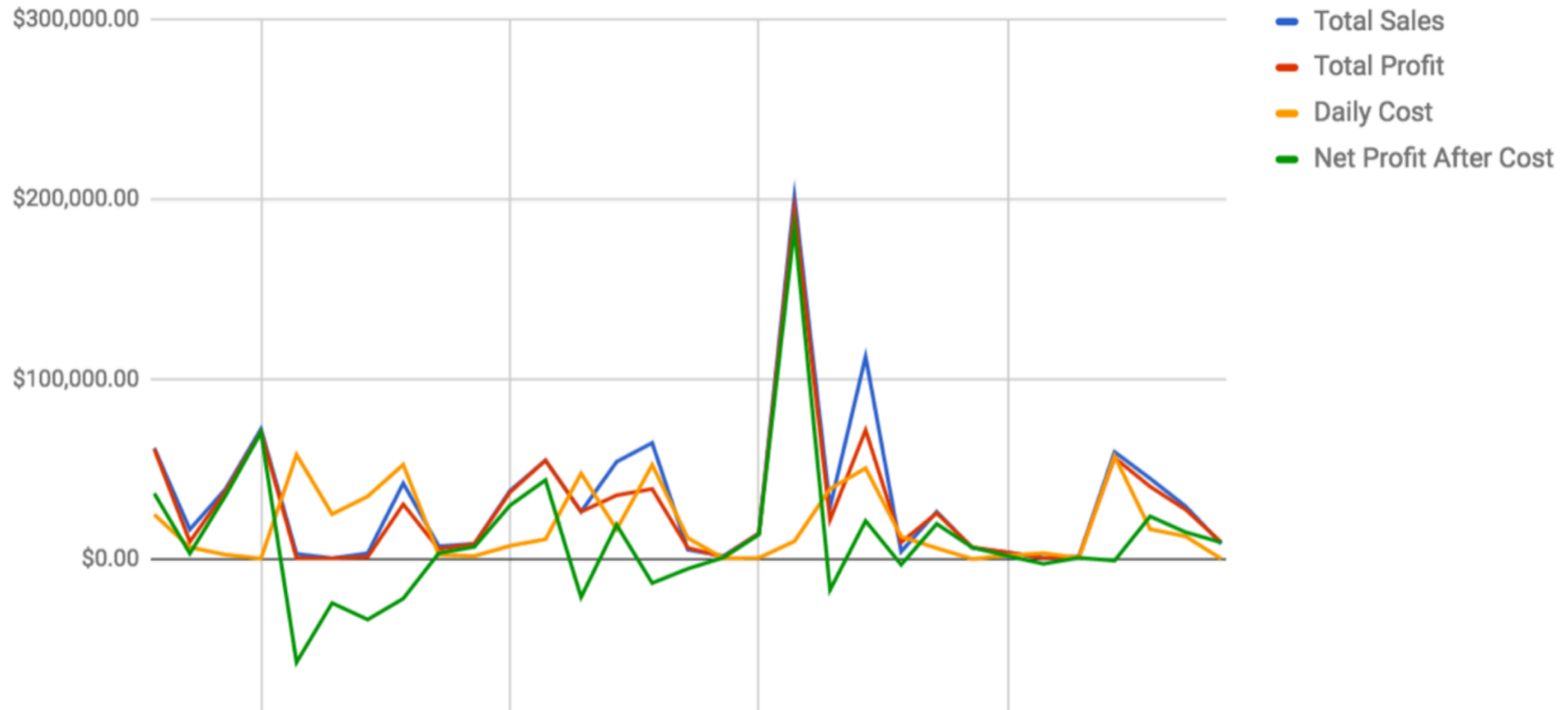
Every Monday - this is hosted 10AM UK GMT Time.
Please allocate 45-60 mins to set aside for this.

*** To win the \$100 in a week, simply in your daily (5 days per week) "Daily Production Update" - include a sentence or two with ideas of contribution.

Company Snapshot (As Of....)

- 15-35 Team Members
- 3,000 “Direct Mail Customers” + 12,000 paid customers.
- 330,000+ Subscribers branded “Shaqir Hussyin” - Focus shifting to Education & Empowerment.
- \$30Million+ In Sales So Far (\$100M Target by Dec 2023)

Sales: \$1,038,849.62 Net Profit: **\$341,812.64**



SHAQIR HUSSYIN



Big Wins & Lessons

IMPORTANT: General Announcements

- BIG FOCUS: We're hiring "A-Players"
- **Daily Reports To Be Submitted:**
What 3-5 Core Things You Did Today
- What Your Challenges Are
- What Your Next Focus Is

Positive Focus For The Week For Company...

- Shaqir Hussyin - started “**COACHING**” again - energised, refreshed and renewing client relationships.
- Focus on EXPANSION & Profit Centres.
- **NEW BLOGS:**
Shaqir.com WealthAcademy.com. funnels.com

BIG PROJECT: IMPACT 1,000

- To Impact 1,000,000 people *views* by December 31st 2021.
- HOW? Launch 500-1,000 Videos by the end of the year.
100 videos per month, 3 per day.
- KPI: 285 Videos/1,000 Videos
- NOW:
- KPI: 8,000/100,000 Subscribers
- Team: Shaqir & Magic Mike & Tristan

Positive Focus For The Week For Shaqir

- 4 Events Planned To Run WITHOUT Shaqir
- 90 Minute Calls To Fix “Delivery” W/ Alex (Lead SHIC Coach)
- 90 Minutes Marketing Exec Planning Quarter
- Funnels.com Software Platform READY
- 8 Merchant Accounts In Progress - To Be Applied For

Main Focus For This Week

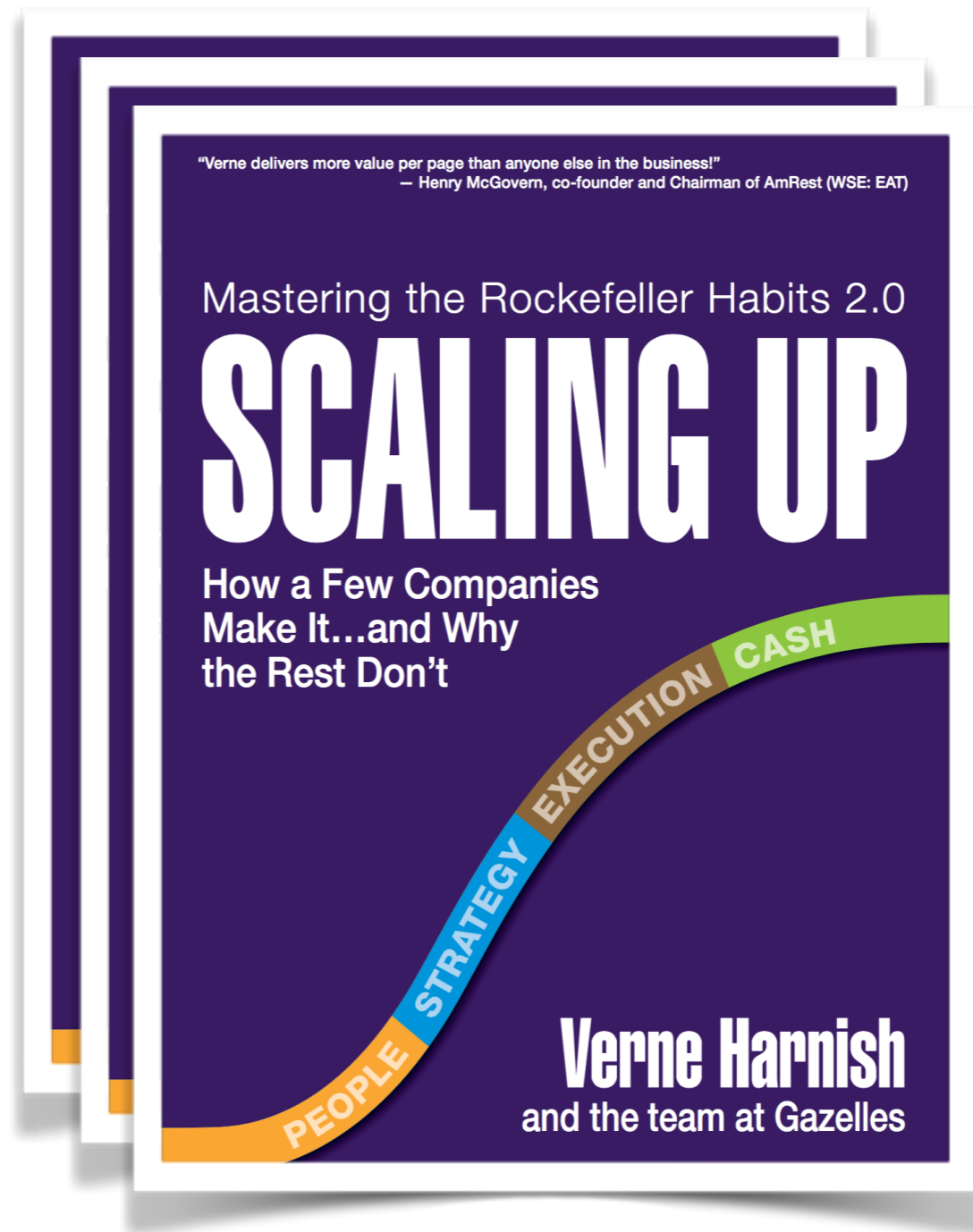
- Staffing Up
- Finances - New banks & new merchants
- Shaqir finishing the Backpack Millionaire book

Focus To Improve & Grow: Every communication, email, webinar, must empower clients to **“Go To Our Next Event”**...

Implementing Scaling Up...

(#1 Recommended Book For You To Read)

- People
- Strategy
- Execution
- Cash



Check your inbox to read "Scaling Up" summary from Marilyn or go to ScalingUp.com and read there

30 Day Action Plan

- Hone In All Processes
- Create Team Members Roles & Responsibilities
- One on One Meetings
- Have at least 3 more merchant accounts opened
- Have at least 2 more bank accounts opened
- Communicate and get to know each other



Welcome New “A Players”

- Eunice - NEW Customer Service / Phone Team
- Ann - NEW Customer Service

funnels.com

Funnels - 1 Page Strategic Marketing Plan

Year 1: 1,000 Paying Clients (true fans) 250 Clients Per Month / 30 Sales Per Day (Phase 1)

Year 2: 10,000 Paying Clients (exponential growth) / 28 Sales Per Day (Phase 2)

Year 3: 30,000 Paying Clients (viral growth) / 2500 Sales Per Month / 84 Sales Per Day (Phase 3)

Year 4: 60,000 Paying Clients - 5000 Sales Per Month / 168 Sales Per Day

Year 5: 120,000 Paying Clients - 10,000 Sales Per Month / 336 Sales Per Day

Year 6: 240,000 Paying Clients - 20,000 Sales Per Month / 672 Sales Per Day

Year 7: **480,000 Paying Clients** - 40,000 Sales Per Month / 1,344 Sales Per Day

Market Model/Heroes In The Space Plan **To Dominate**

1-3 Years - \$100M+

- Gazelles.com
- **FortuneBuilders.com**
- ClickFunnels.com
- Digital marketer.com
- MindValley.com
- mastermind.com
- GrantCardone.com
- NeilPatel.com
- brendon.com
- RusselBrunson.com
- TaiLopez.com
- GaryVee.com

3-10 Years - \$1Billion+

- TonyRobbins.com
- udemy.com
- Diamandis.com
- SRLP.net (Success Resources)
- ActionCoach.com
- SalesForce.com
- HubSpot

Five main superstar teams make up WealthAcademy.com

Acquisition (the marketing team)

Monetization (the sales team)

Content (the editorial team)

Success (the customer care/service team)

Finance (the numbers team)

They all make up the same team:

The Wealth AcademyGrowth Team...
(Impact, Profits & Fun)

Division One: Finance

- Looking to Hire NEW CFO THIS WEEK.
- Looking To Hire NEW Financial Controller
- Systemising & Upgrading Finance Reporting, Payouts, Commissions & More.
- DIVISION 1: Finance
DIVISION 2: Sales
DIVISION 3: Marketing
DIVISION 4: LIVE Events
DIVISION 5: Customer Service
DIVISION 6: Tech
DIVISION 7: HR

Division Two: Sales

- Leads and appointments - **KPI** - is 10 Calls Per Day For Each Coach (David, Zak & Sean Wray) with 25% closing rate is that target.
- 20 Front End Buyers - Sean Ali / Shaqir in charge
- Sara for Overseeing Daily “Sales” KPI & Metrics to report to CEO.
- Sales Processes being refined - with L1, L2 & L3 Coaches Defined. (Scripts being worked on by Shaqir)
- Aiming to Have New “ONLINE BASED” Merchant Account for Sales Guys
- Working with marketing department to get new campaigns for better sales in April

Division Two: Sales Coaches (Program Advisors) For Wealth Academy

- **L3** - Shaqir Hussyin / Ian / Jim (On Stage, Platform, Speaking To Sell)
- **L2** - Zak, Sean Wray & David Traub (Online Program Advisors)
- **L1** - Khalid, Vera, Michelle Yong, Roger, Kalpna (Phone Confirmations + 3 Day Event Confirmations)
- **L0** - Sheeraz, Kristel & Ashley (Phone Confirmations)

Division Two: Sales Coaches (Program Advisors) For Wealth Academy

**Focus: Sales Scripts, Emails,
Webinars & Sales Training To Be
“Provided & Systemised”**

Division Three: Marketing

Focus ON Front End

Division Four: Live Events

- Over 6 figures in sales from the events without Shaqir being there for Hong Kong and Singapore - **Now time is coming expand (Experienced Events Operations, Sales, Execs, Speakers, Closers WANTED!)**
- The team has confidence to scale events to expand in more countries
- **Offer Optimization - By Shaqir/Ian/Jagan to be done next 24 hours.**
- Next Events - London, Singapore, Canada, Hong Kong, Malaysia, Amsterdam, Portugal

Division Four: Live Events

Plans To Expand TMS - Jan “SWEEP” (Singapore, Canada, UK & Mexico or USA)



WEALTH
ACADEMY

Division Four: Live Events

(NEW Brands 2021 Q1 Quarter)

- SYSTEMISING & OPTIMISING: “**WealthAcademy Affiliate Marketing / Ecom**” / Internet Marketing Events - as **ONE Brand**. <=== **MAIN FOCUS**.

FOR THE FUTURE — Coming Soon Brands Below...

Backpack Millionaire Summit 2.0 = October

Traffic Millionaire Summit 5.0 = July (3x) - and Start Of October, London - January, London

Social Media Millionaires Summit = End Of Nov

Wealthy Women Summit = December

- Launching & Optimising “**MDCB Online**” Franchise Online - as ONE Brand.
- Launching “**ECOM University**” Brand / Internet Marketing Events - as ONE Brand.
- Launching “**WealthyWomen**” Brand / To Empower Women - as ONE Brand.
- Launching “**Funnels.com**” Brand / To help entrepreneurs build online sales funnels - as ONE Brand.

Division Four.Six: E-Comm

- Ecomm Workshops - 3 Months - Planning
- Ecomm Delivery almost complete
- Workbook being reviewed (Marilyn)
- Ecomm Software being developed to help clients with Ads.

Division Five: IT Tech

- Complete Rebranding & Redoing Copy this week
Shaqir / WealthAcademy.com / funnels.com

Division Six: Social Media

- Social Media - Facebook - Instagram - SnapChat - YouTube all being optimised to reach maximum people and create maximum income.
- **CORE WEBSITES:**
ShaqirHussyin.com
WealthAcademy.com
Funnels.com
GURUFunnels.com



Division 7: Customer Service

- We are hiring like crazy, so we grow Client Satisfaction to the next level.
- We're going to be hiring 3 more Customer Service Team Members and an experienced Customer Service Manager



Division 8: HR

“Human Resources isn’t a thing we do. **It’s the thing that runs our business.**” – Steve Wynn, Wynn Las Vegas

- New HR Module; Uploading all Staff
- New Hourly System
- Will get new contracts out to those that need it
- Roles and Job Descriptions being developed



Division Nine: KPI's

- What we will look at



4th Quarter Of The Year

2020: **Q1** + **Q2** + Q3 + Q4

April-May-June
(12 Week Year)

April-May-June

July-August-September

October November December



**Goal: Reach 1 Million Subscribers &
\$12-\$30 Million In Sales Revenue**

Note from CEO, Shaqir

Asset Creation:

“Systems, Docs, Videos, Procedures, SOP’s”

You’ll Be Held Accountable Each Week For
“Assets” Created For The Company Moving Forward

Other Slides To Use (Extras)



WEALTH
ACADEMY

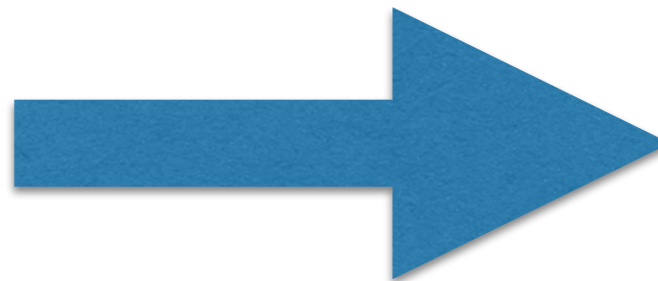
Brands, Workshops, Experiences & Retreats

The Backend

PRODUCT LAUNCHES



2 Day "Intensive" (\$5k - \$25k)



ECOM Workshop

Lifestyle Profits Implementation Workshop

Infusionsoft "Build Your Business" Workshop

FB Ads Workshop

Strategic Planning

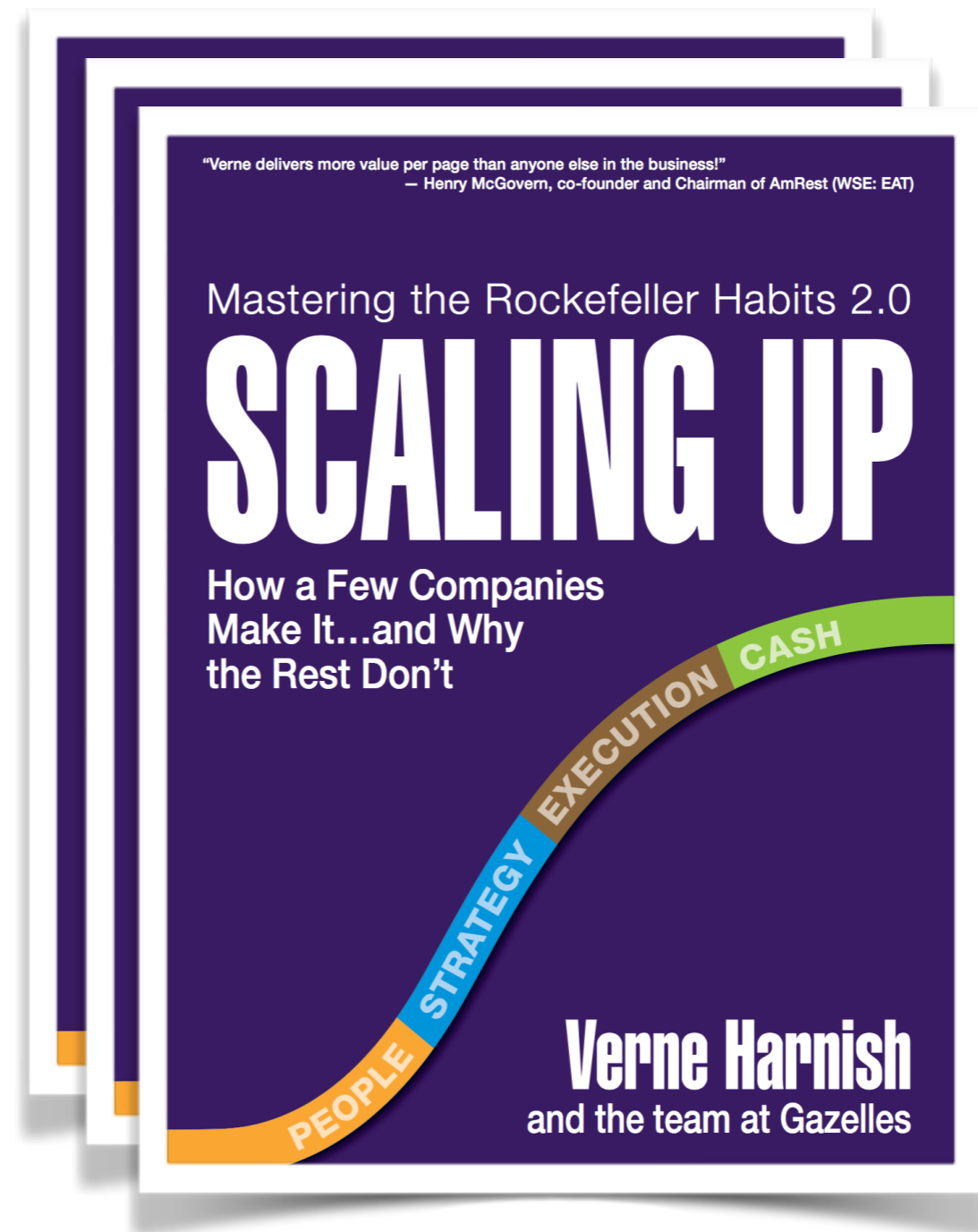


KPI's:

\$5k - \$25k for 2 day workshops. Leads to Pink Diamond: Ultimate Backend.

Scaling Up...

- People
- Strategy
- Execution
- Cash



Plans To Expand TMS - June “SWEEP” (Singapore, Canada, UK & Mexico or USA)



- \$500,000 Each From Each TMS Event, \$2M (from 4 events)
(60-100 attendees)
- \$500,000 Each From Each TMS Event, \$2M (from 4 events)
(60-100 attendees)

Division Four: Live Events - 12 Months

(5 Brands / 5 Teams This Year)

- SYSTEMISING & OPTIMISING: “**WealthAcademy Affiliate Marketing**” / Internet Marketing Events - as ONE Brand.
- Launching “**ECOM University**” Brand / Internet Marketing Events - as ONE Brand.
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**April - May - June - (July) 2nd Quarter.
Grow 5x From Previous Quarter = \$10 Million.**

First Quarter: \$2M

Cash Contest - \$10,000 Cash -
Minimum Sales Required - \$150k

Marketing Team Contest
- Most Leads Generated -
- Most Front End Buyers Generated -

Customer Services Team
Hire - 3 New People

1 Big Idea To Discuss To Help You...

- **3 Types Of Thinking - Telescope. Microscope. Periscope.**
- Ask Yourself How Can I Contribute The Most: **To The Team, The Clients & The CEO**
- Here's An Example: Sohail Khan (IT/Tech Div Manager)
WealthAcademy.com + ShaqirHussyin.com + funnels.com
(Get sites redesigned and done (value contribution), affects clients “user-experience” (helps the clients), helps build the brand to grow to attract & convert (helps the company))

- NEW



Ryan Deiss, CEO - Digital Marketer

“What got you here, will never get you there”?