

## DR. CHERYL FRASER

Sharp, frank and fearless – that’s clinical psychologist and international speaker Dr. Cheryl Fraser. With a rare combination of academic credibility, humour, straight-talk and effective interventions, Dr. Cheryl is a sought-after seminar leader and media expert. She is known for her dynamic, interactive teaching style and her ability to cut through to the core of the problem. She challenges people to take action and create the change they crave.

In terms of academic chops, Dr. Cheryl completed her post-doctoral training at the University of California, San Francisco medical

school as a Fulbright scholar. Her Ph. D research dealt with the psychology of behaviour change. She taught college and university, and she keeps a busy private psychology practice at her home base on Vancouver Island, Canada. Her diverse life experience includes time spent as an actor and comedian, and she is a student of meditation and Buddhist psychology. As a media psychologist, she appears frequently on television and radio, speaking about relationships, sexuality, motivation and peak performance. She writes a monthly relationships column in Best Health magazine.

Isagenix Chief Training Officer David Wood invited Dr. Cheryl to train the top 100 income earners at the first event he created for Isagenix; she has been the featured guest trainer at the Isagenix personal development courses ever since. She is now building her own Isagenix team, and applying her expertise to the Psychology of Network Marketing. She is delighted to have the opportunity to share her techniques with team Australia at the 2010 National Celebration, and her Success is All in Your Head Australia training tour.



“I first met Dr. Cheryl, over a year ago, in a training she led in British Columbia. As a 9 Star Crystal Executive and Isagenix Millionaire, I have seen and experienced more than my fair share of “so-called” business and skills based trainings, only to be disappointed. I must admit, sitting in that room in Vancouver Island, I was indeed skeptical and a bit resistant, yet by the end of the day I felt inspired. So, who is Dr. Cheryl? She is the real deal. If you listen you will learn something; I did.”

**MATT ROCKWELL**, 9 Star Golden Circle and Isagenix Millionaire

# Dr Cheryl's Training Intensive:

## The Psychology of Network Marketing: Success is *All* in Your Head!

This powerful, interactive training workshop reveals the steps that lead to success in network marketing. In terms of our Isagenix business, we know that the products work. We know that the business model works. The key to our success lies between our ears: can we manage our thinking and move into action? What psychological principles can assist us to take the consistent steps along the trail that the leaders in this company have blazed? This day is designed to translate knowledge into practical, real-world strategies that create results in your Isagenix business.

### Learning Objectives and Action Steps:

AFTER COMPLETING THIS PROGRAM YOU WILL

- Understand the importance of relationship management for success in the business of Network Marketing.
- Know how to close the gap between what science knows and what business does: you will learn and practice the psychological principles that lead to mastery and excellence as a Networker.
- Learn and utilize a model for creating curiosity in new prospects and practice closing the deal.
- Master coaching techniques that can increase your retention by 40% - hey, it is much easier to create life-long auto-shippers than to constantly replace associates who drop out!
- Identify what specific psychological blocks prevent you from meeting your targets.
- Break through your obstacles and create concrete business goals.
- Close the gap between intention and action (thus avoiding that road to hell!)
- Understand how to dismantle resistance from your prospects, associates and team members and replace it with confident enthusiasm.
- Create and rehearse your 7-second and 5-minute Isagenix stories and refine them into extremely compelling and effective sales tools.
- Create confidence with cold-calls and three-way calls using effective psychological communication techniques.
- Commit to a 90-day action plan for building your Isagenix business that focuses on increasing your cycles, advancing your rank, and building your team.

“Dr. Cheryl’s teaching style, though interactive and fun, really has substance. Her work has helped move my Isagenix team through their roadblocks, creating real-world results.”

**Warren Lance**, 5 Star Golden Circle

“Dr. Cheryl is pure honesty and all heart, with a talent to move her audience that I have not seen in my 27 years as an international motivational speaker. That is why I invite Cheryl to my annual retreat for top Isagenix leaders; her training translates into action once my leaders leave the retreat. ”

**Andrea Frank Henkart**, 5 Star Golden Circle and Isagenix Millionaire

“Dr. Cheryl Fraser is a master trainer who possesses the unique and powerful gift of moving students forward in their lives. I have her as a featured trainer at my Beyond Courage and Art of Connection events for Isagenix because she is simply the best there is at what she does.”

**David Wood**,  
Isagenix Chief Training Officer

“Dr. Cheryl gives a straight up no-nonsense training on what it takes to make it happen in our business in terms of your personal approach with people and getting past your blocks. I recommend her training to everyone in any business that deals with people.”

**Ron Reid**, 7 star Golden Circle and Isagenix Millionaire

**Date:** Sunday 28th March

**Time:** 8:30am Registration  
9am – 6pm

**Venue:** Mantra Parramatta  
Cnr Parkes Street and Valentine Ave  
Parramatta NSW 2150

