



Simple Solutions for

Today's Complex Lifestyles®

FOUR CORE ACTIONS SUMMARY

To create an income producing business you must learn to become effective with the Four Core Actions. The Four Core Actions activate the payment of commissions and bonuses in the compensation plan as well as demonstrates how to deliver the promise of Network Marketing – health, wealth and time freedom.

The core of the compensation plan and Network Marketing is residual income. Residual income is based on customer volume produced by product sales. So as we cultivate loyal customers with the life-enhancing benefits of functional nutrition and the Simplicity Health products, we source the financial benefits and ultimate time freedom many seek for a balanced life style.

1) **Enroll – as an IBA**

Reason: You get wholesale prices & can start earning commissions and building a network

Results:

Immediate cash flow with:

- 35% and 15% Enroller First Order Bonus on all PCs and IBAs initial startup orders

Start to build residual income with:

- 3% unilevel bonus on monthly purchases from PCs and IBAs

2) **Commit to 100 BVAuto Ship**

Reason: Serves to qualify you for commissions; supports regular product use, builds your base of your residual income

Results:

- Receive 10% Auto Ship enroller bonus on every PC and IBA order each month
- Receive 30% cost savings in qualifying as “active” with the Auto Ship versus the requirement of 150 PBV

3) **Grow your own Customer Base** with a goal of at least 300 PBV customer volume

Reason: A strong, lasting income hinges on cultivating a community of loyal product consumers within your organization made up of Retail Customers and Preferred Customers

Results:

- Receive 20% on 1st level Retail Sales
- Receive additional 5% or 10% Enhanced Retail Commission based on the retail value of orders placed by you, your retail customers and preferred customers, depending on your volume
- Consistent monthly volume with PCs which builds your residual income base

4) **Teach your business partners** to do the same thing

Reason: Cultivate the value of duplicating your effective actions and begin to use the concept of leverage

Results:

you generate a team of partners that become qualified legs in your network

Move up on the Compensation Plan in title to:

- Receive additional 7% Auto Ship enroller bonus on 2nd level PC/IBA orders
- Expand 3% unilevel bonuses up to 5 levels of your network
- Access to the Business Builder Pool – by helping your IBAs to reach TL and to generate TLs

Reach Director Level which gives you access to:

- Additional 1% You Generation Bonus on your personal group
- 2% Generation Bonus as your partners become Associate Directors –up to six levels deep
- 5% to 20% Director Enroller Check Match Bonuses on your Associate Directors depending on your title

Reach National Executive Director which gives you access to:

- Leadership pool which yields 3 / 4 of 1% of company's total wholesale sales