

NEW FACE

G L O B A L N E T W O R K

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RANK ADVANCEMENT QUALIFICATIONS 22

There are numerous ways to earn commissions in New Face Global Network. The chart below contains the Retail Rebate percentages, Rank Advancement Qualifications and Override percentage payout for each level.

There is a total of 9 ranks in our compensation

Effective: 06-05-2017

Rank		Ranks Categories	Retail Rebate	Override %	Personal Volume	Group Volume	Personally Sponsored
		CUSTOMER RANK					
0		Member	0%	0%	0	0	0
		ENTRY LEVEL RANKS					
1	PAID RANKS (1 - 9) ALSO KNOWN AS THE "CONSULTANT RANKS")	Associate	15%	10%	4 PV	0	4 @ RANK 0
2		Business Partner	25%	20%	125 PV	200	2 @ RANK 1
		TEAM BUILDER RANKS					
3		Wealth Builder	30%	5%	125 PV	4,000	3 @ RANK 2
4		Regional Wealth Builder	35%	5%	125 PV	12,500	4 @ RANK 3
5		National Wealth Builder	40%	5%	125 PV	50,000	4 @ RANK 4
		ELITE BUILDER RANKS					
6		Presidential	40%	3%	200 PV	250,000	4 @ RANK 5
7		Platinum	40%	3%	200 PV	400,000	4 @ RANK 5
8	Diamond	40%	3%	200 PV	800,000	3 @ RANK 6	
	DIRECTOR RANKS						
9	Master of Sales Director	40%	3%	200 PV	1,000,000	3 @ RANK 6	

UNDERSTANDING THE RANKS

The best way to understand and maximize our compensation plan is to learn the ranks. Recognizing what happens at each rank will help you increase your potential income. Ranks are often referred to as levels, and each one of them has its own unique characteristic and percentage payout. There is a total of 10 Ranks in our networks compensation plan that range from 0 to 9 as listed below:

0. Members
1. Associates (Referral Consultants)
2. Business Partners
3. Wealth Builders (Team Builder)
4. Regional Wealth Builder
5. National Wealth Builder
6. Presidential
7. Platinum
8. Diamond
9. Master of Sales Director

Ranks 1 - 9 are known as the *Paid Ranks*, because they allow consultants to earn commissions. It is important to know the name, function, and requirement of each rank, especially when it comes to rank advancement and qualification.

All 10 ranks are classified into 5 Major Categories:

1. Members
2. Basic Entry Level Ranks
3. Team Builder Ranks
4. Elite Builders
5. Directors

Personal Volume

There are 2 ways a consultant can generate Personal Volume (PV) in the New Face Global Network:

1. By personally buying products and services
2. Selling any of our products and services through the online store

When it comes to Rank Advancing, your Personal Volume (often referred to as PV) is very important because it is used for qualification purposes. Every consultant should become familiar with each rank and its Personal Volume (PV) requirement.

Commissionable Volume

Commissionable Volume (CV) - A specific amount or percentage of money within the price of a retail or wholesale item. This volume will often be listed next to the commissionable product or service. For example, if you are going to purchase one bundle of Pure Indian Hair Extensions it will read 18" Pure Indian Natural Wavy- 40 CV.

You can calculate your commissionable volume earnings by multiplying your Paid Rank percentages by the CV amount. For example, if one bundle of hair is worth 40 CV and you are business partner consultant then you would calculate as follows:

For Direct Sales Retail Rebate:	$40 \text{ CV} \times 25 \% \text{ Retail Rebate} = \10
To calculate your Level 1 Override:	$40 \text{ CV} \times 10 \% \text{ Override} = \$ 4$ (If the purchase was made on level 1 only)
	You would earn a total of: \$14.00/ bundle
To calculate your Level 2 Override:	$40 \text{ CV} \times 20 \% \text{ Override} = \$ 8$ (If the purchase was made on level 2 only)
	You would earn a total of: \$18.00/ bundle

Members Category

The Member Category, is the very first category in the 2 Down by Infinity Pay Structure, and is the most basic of all the categories. It only contains 1 rank, and it has minimal or no requirements. The name of the rank is "Rank 0- Member".

Member - Rank 0	0%	0%	0	0	0
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THE MEMBER RANK

- **Rank 0 - Member** (also known as a Customer)

Everyone in New Face Global Network is considered a Member, because regardless of their consultant subscription or the achieved rank- they are ultimately still considered a *Customer*. In fact, no one can buy or sell any of our products or services if they do not have a personal Member Identification Number (MIN or Member ID). Individuals can join our network as Members for FREE, and can upgrade to an Associate position or higher by purchasing a consultant subscription. As previously mention, Members can also be referred to as a Customers.

- **Member Sign In**

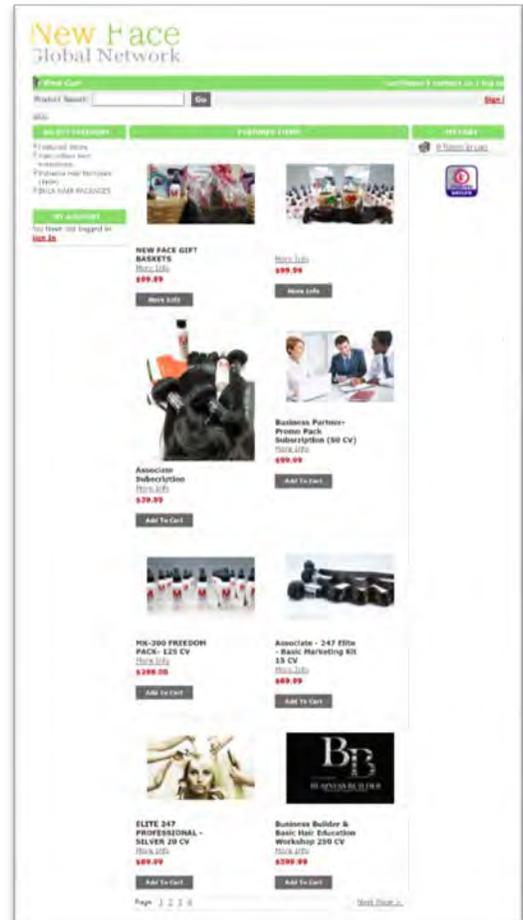
All Members can obtain access to the online store and the Book-A-Professional page by using their Member ID or Username and Password.

- **Making Purchases & Pricing**

All Members can make retail and bulk order purchases from the online store. Special orders can be made by calling 800-707-3703 and speaking to a corporate specialist. *Members* can also receive discounts on selected items by purchasing those products on a monthly auto-ship.

- **VIP Members**

Members who receive discounts by purchasing products on a monthly auto-ship, without the purchase of a *Rank 1-Associate Subscription* (or higher), are known as *VIP Members*. Consultants can still earn commissions from commissionable products purchased by VIP Members.



THE PAID RANKS

When a Member within our network decides to get paid by earning *commissions* such as Direct Sale Retail Rebates, Overrides, or Bonuses they must become a consultant by purchasing any Rank 1- Associate subscription or higher. Every consultant regardless of the subscription they purchase will always start with a paid rank status of Rank 1- Associate. A Member's paid rank is determined by the Required Paid Rank Qualifications (RPRQ) and the Performance Based Qualifiers (PBQ) that go along with each rank for rank advancement purposes.

2. Associates
3. Business Partners
4. Wealth Builders
5. Regional Wealth Builders
6. National Wealth Builders
7. Presidential
8. Platinum
9. Diamond
10. Master of Sales Director

- **Required Paid Rank Qualification (RPRQ)**
(Often referred to as: Required Rank Qualification (RRQ) or Paid Rank Qualification (PRQ))

The *Required Paid Rank Qualification* refers to the minimum *Personal Volume*, *Group Volume*, and number of Personally Sponsored Members, Associates, or Business Partners a Consultants must have to earn commissions per individual level, which are often referred to as ranks.

- **Performance Based Qualifier (PBQ)**

Performance Based Qualifiers describe the minimum amount of Personally Sponsored Consultants and Group Volume a Consultant must have to *Rank Advance* and earn Bonuses or incentives. This type of qualifier may often carry some form of time limit, and usually ends with the phrases "within a 7 day or 30 day pay period".

NOTE:

Performance based qualifiers are generally used within the Rank 2- Business Partner paid rank when a consultant can earn Performance Bonuses of \$200, \$500, or \$1,000 when their 2-level team members cumulatively sell a total of 8 Bonus items within a 7 Day pay period.

Basic Entry Level Category

The basic entry level ranks include the Associates and Business Partner ranks. The information below gives a clear description of each rank.

THE BASIC ENTRY LEVEL RANKS

1. Associate
2. Business Partner

- **Rank 1- Associate (Referral Consultant)**

Associate	20%	10%	15 PV	0 GV	4 @ RANK 0
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The Rank 1- Associate position is described as:

Any Member that has purchased a *Rank 1- Associate* subscription, and has met all the required qualifications to earn and receive commissions on level 1.

The Associate position is the most basic of the *Paid Ranks* (the Paid Ranks are also known as the Consultant Ranks). It is the very first rank outside of being a Member or Customer. The following gives a general description of what's included within the confines of a qualified Rank 1- Associate:

- ✓ Can purchase product in bulk - Direct Sales
- ✓ Can earn Retail Rebates (Level 1 only) - Referral Marketing
- ✓ Can earn 10% Overrides (Level 1 only) – Overrides
- ✓ 10% - 15% Discount (on personal purchases only)
- ✓ Distributor Center access



**Extreme Hair
Multiplex**

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- **Rank 2 - Business Partner / Weav-A-Lution Club Member**

Business Partner	25%	20%	125 PV	200	0 @ RANK 2
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The Rank 2 - Business Partner / Weav-A-Lution Club Member position is described as: Any Member that purchases a Business Partner Rank 2 subscription that includes a Weav-A-Lution Maximum Discount Membership. The basic Business Partner subscription does not allow you to earn level 2 overrides upon entry because the Rank Advancement Qualifications for level 2 must first be met; therefore, the *Paid Rank* will be that of a Rank 1- Associate.

- **Qualified: Rank-2 Business Partner (Paid Rank)**

The Rank 2 - Business Partner position is described as:

Any *Associate* who meets the *Rank Advancement Qualifications* for the Rank 2- Business Partner position will receive a 20% Override on all products and services that are purchased or sold on their 2nd Level, in addition to the Weav-A-Lution discounts.

- ✓ Can purchase products in bulk - Direct Sales
- ✓ Can participate in Book-A-Professional by purchasing the monthly subscription
- ✓ Can earn Retail Rebates (Level 1 only) - Referral Marketing
- ✓ Can earn 10% Level 1 Overrides – Overrides
- ✓ Can earn 20% Level 2 Overrides – Overrides
- ✓ 20% - 40% Weav-A-Lution Max Discount (on personal purchases only)
- ✓ Distributor Center access



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Team Builder Category

3. Wealth Builder
4. Regional Wealth Builder
5. National Wealth Builder

Team Builder Ranks

Can also be referred to as the Wealth Builder Ranks

The (3) Wealth Builder Ranks include Wealth Builders, Regional Wealth Builders, and National Wealth Builders. This rank category starts with the rank 3 position and puts major emphases on team building for those who wish to develop and earn commissions from a high-sales volume organization.

Rank 3 - Wealth Builder

Wealth Builder	30%	5%	125 PV	4,000 GV	2 @ RANK 2
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A consultant can rank advance to the Wealth Builder- Rank 3 position by fulfilling a minimum requirement of 125 in Personal Volume (PV), 4,000 in Group Volume (GV), and personally sponsoring and helping 2 people reach the rank 2 Business Partner position.

Rank 4 – Regional Wealth Builder

Regional Wealth Builder	35%	5%	125 PV	12,500	3 @ RANK 3
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A consultant can rank advance to the Rank 4- Regional Wealth Builder position by fulfilling a minimum requirement of 125 in Personal Volume (PV), 12,500 in Group Volume (GV), and personally sponsoring and helping 3 people to reach the rank 3 Wealth Builder position.

Rank 5 - National Wealth Builder

National Wealth Builder	40%	5%	125 PV	50,000	4 @ RANK 4
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A consultant can rank advance to the Rank 5- National Wealth Builder position by fulfilling a minimum requirement of 125 in Personal Volume (PV), 50,000 in Group Volume (GV), and helping 4 personally sponsored consultants to reach the rank 4 Regional Wealth Builder position.

Elite Builder Category

- 6. Presidential
- 7. Platinum
- 8. Diamond

Elite Builder Ranks

The 3 Elite Builder Ranks include Presidential, Platinum, and Diamond. These Elite Builder ranks are the second highest category before you get to the Director Rank. It is in this category that Field Leadership Bonuses, medical insurance, and other incentives begin. Unlike the Wealth Builder Ranks, these ranks start at rank 6 and primarily focus on high sales volume instead of team building.

Rank 6 – Elite Builder Ranks

Presidential	40%	3%	200 PV	250,000	4 @ RANK 5
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A consultant can rank advance to the Rank 6- Wealth Builder position by fulfilling a minimum requirement of 200 in Personal Volume (PV), 250,000 in Group Volume (GV), and personally sponsoring and helping 4 people reach the rank 5 National Wealth Builder position.

Rank 7 - Platinum

Platinum	40%	3%	200 PV	400,000	4 @ RANK 5
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A consultant can rank advance to the Rank 7- Platinum Wealth Builder position by fulfilling a minimum requirement of 200 in Personal Volume (PV), 400,000 in Group Volume (GV), and personally sponsoring and helping 4 people reach the rank 6 Presidential Wealth Builder position.

Rank 8 - Diamond

Diamond	40%	3%	200 PV	800,000	3 @ RANK 6
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A consultant can rank advance to the Rank 8- Diamond Wealth Builder position by fulfilling a minimum requirement of 200 in Personal Volume (PV), 800,000 in Group Volume (GV), and personally sponsoring and helping 4 people reach the rank 7 Platinum Wealth Builder position.

Director Category

Director Ranks

The rank 9 Master of Sales Director is highest level you can achieve in New Face Global Network.

9. Masters of Sales Director

Rank 9 - Director

Director	40%	3%	200 PV	1,000,000	3 @ RANK 6
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A consultant can rank advance to the Rank 9- Master of Sales Director position by fulfilling a minimum requirement of 200 in Personal Volume (PV), 1,000,000 in Group Volume (GV), and personally sponsoring and helping 4 people reach the rank 4 Regional Wealth Builder position.



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HOW DO YOU GET PAID?

THE 4 MAJOR PAYOUT CATEGORIES

1. DIRECT SALES

- Direct Selling

Any member can obtain wholesale pricing by purchasing products in bulk or through the Weav-A-Lution Maximum Discount Club, which can then be sold at the suggested retail price to their customers. This is perfect for any member who is interested in having products on hand.

- Weav-A-Lution Max Discount

Members can purchase a Business Partner / Weav-A-Lution Discount Club subscription to receive maximum discounts and perks on all our products and services. Weav-A-Lution Max Discounts can also be obtained by rank advancing from the rank 1 Associate position to a Rank 2 Business Partner by fulfilling all the rank advancement requirements and qualifications.

2. REFERRAL MARKETING- RETAIL REBATES

A *Rank 1- Associate* can earn a referral commission by sending customers to their online store or through the Book-A-Professional booking service. Depending on their qualifying paid rank, consultants can earn a *Direct Sale Retail Rebate* on all commissionable products and services purchased by their personally sponsored Members (Retail Customers).

Note:

Referral Commissions are paid out monthly,

- Online Store Retail Rebates

Generating direct sale commissions from referring retail customers to your online store is one of the most fundamental ways to get paid. Consultants can earn a Direct Sale Retail Rebate of 15% 40% of the Commissionable Volume (CV) from any retail purchase made on their website.

Level	1	2	3	4	5	6	7	8	9
Percentage Payout	15%	25%	30%	35%	40%	40%	40%	40%	40%

- Fast Start Retail Rebate

Earn a Fast Start commission for every person you personally sponsor into the business as an Associate or Business Partner Consultant who purchases any commissionable marketing kit, product, or service at the time of sign up. Fast Start commissions are paid out weekly.

Level	1	2	3	4	5	6	7	8	9
Percentage Payout	15%	25%	30%	35%	40%	40%	40%	40%	40%

- Book-A-Professional Retail Rebates

A Consultant will earn a referral commission when they personally referral a Member to purchase a Book-A-Professional service pass. License professionals will earn 70% of the service pass amount. These commissions are paid out weekly.

Level	1	2	3	4	5	6	7	8	9
Percentage Payout	15%	25%	30%	35%	40%	40%	40%	40%	40%

3. OVERRIDES

- 9 Levels of Percentage Payout

Our compensation plan can pay up to 9 Levels of Overrides to qualifying Members (Consultants), which range from 2% to 20% percent per level. Overrides are paid out monthly, and are generally generated from personal and group sales made on the online store.

- ✓ Team Commissions - Are generated from sales or purchase made by the Associates in your organization on qualifying levels.
- ✓ Residual Commissions - Are generated from the monthly auto-ship purchases that made within your organization on qualified levels.

- 2 Down by Infinity Pay Structure

Online Store Overrides (Paid out monthly)

Level	1	2	3	4	5	6	7	8	9
Percentage Payout	10%	20%	5%	5%	5%	3%	3%	3%	3%

Fast Start Overrides (Paid out monthly)

Level	1	2	3	4	5	6	7	8	9
Percentage Payout	10%	20%	5%	5%	5%	3%	3%	3%	3%

Book-A-Professional Overrides (Paid out monthly)

Level	1	2	3	4	5	6	7	8	9
Percentage Payout	10%	20%	5%	5%	5%	3%	3%	3%	3%

4. BONUSSES

- Field Leadership Bonuses
- Medical Insurance
- Car Bonus

Field Leadership Bonuses & Benefits

Qualifying Rank	5	6	7	8	9
Required Volume	50,000	250,000	500,000	1,000,000	1,500,000
Payout	500.00	1,000.00	2,000	3,000	5,000
Medical Benefits	Mini Coverage	Medium Coverage	Medium Coverage	Maximum Coverage	Maximum Coverage

CAR BONUS (Master of Sales Director)

Qualified consultants who achieve and maintain the rank of Master of Sales Director with a minimum monthly sales volume of \$5,000,000 for 90 consecutive days will receive a Car Bonus. Currently eligible consultants will receive a Tesla Model S or Model X. These vehicles are not leased but given to the qualified for full ownership. For more details please contact a corporate officer.



Model X or Model S

BONUS TEAM REWARD

Consultants can earn a Bonus Team Reward when a total of 8 Identical Bonus Items are sold within a 7 Day pay period. Bonus Team Rewards can only occur on the qualified consultant's second level once they personally sponsor 4 Business Partners Consultants on their 1st Level.

Bonus Type	Qty Sold On 2nd Level	Bonus Payout On Level 2
Advertisement Bonus	8	\$1000.00
MB-375 Bonus	8	\$200.00

BILL PAYER BONUS

Any consultant can generate earnings by purchasing product at the discounted or wholesale price, and then resell the product at the suggested retail price to their retail customer or whole customer.

Bonus Type	Free Business	Free Cell Phone	Free Internet	Free Light Bill	Free Car Note
# of Business Partners on Level 2	4	9	20	27	36
Coverage	Up to \$300	Up to \$200	Up to \$65	Up to \$300	Up to \$1,200

Glossary Terms

Bonus

an amount of money added to wages on a seasonal basis, especially as a reward for good performance

BV (Bonus Volume)

An alternate expression for point volume (PV) or business volume (BV). It is a value used by MLM/ Network Marketing Companies to calculate overrides and commissions, based upon the wholesale price of the items for which over rides and commissions are being paid.

Business Partner Consultant

a person whom has purchased a Business Partner Subscription or has achieved the rank 2 position in the New Face Global Network and maintains a minimum personal volume of 100 PV and minimum Group Volume of 1500 GV per month.

C

Commission

A percentage allotted to a distributor for services rendered that resulted in the facilitation of a sale. This can be calculated based on the dollar amount of the sale or the personal volume in which it generated and will vary from company to company.

Compensation Plan

The details of how the commission of distributors in a multi-level marketing company will be determined on their personal sales revenue and that of their down line. Also abbreviated as a 'Comp Plan', this document also specifies incentives for recruiting, bonus structure, and necessary qualifications for generating income with the company.

Commissionable Volume

A specific amount or percentage of money within the price of a retail or wholesale item.

Example: A Business Partner consultant sells 1 Bundle of Pure Indian Hair Extensions (each worth 40 CV) at a \$100 per bundle, so the consultant will earn 60% of 40 CV which is \$24.00 for making the referral. If the consultant sells 3 Bundles they will earn \$72.00 ($\$24 \times 3 \text{ Bundles} = \72) of that total commissionable volume (CV).

Conference Call

A telephone call in which a host invites people participate and commonly used to engage large groups of distributors. Conference calls are most often designed so that all parties of the call can listen to a few key speakers. Many mlm companies organize conference calls on a regular basis to teach, engage, or inform their distributors throughout the world. Products such as Skype, GoToMeeting, and FreeConferenceCall are most commonly used.

Consultant

A person who provides expert advice professionally.

Cosmetology

The professional skill or practice of beautifying the face, hair, and skin.

Cosmetologist

1. a person who gives beauty treatments (as to skin and hair)— called also *beautician*.

2. (*Hairdressing & Grooming*) a person skilled or trained in the use of cosmetics and beauty treatments

Compliance:

Refers to the policy, or compliance policy, that defines the standards with which distributors are expected to comply. This policy often includes regulations for methods of advertising, marketing, and otherwise promoting the offerings of the company. Often detailing governance over making exaggerated income claims, false product testimonials, and other mistruths a multi-level marketing company's compliance policy protects the company unfavorable actions that may be initiated by an individual distributor. This policy communicates what behavior is expected of representatives of the company and can be used to revoke one's distributorship if ignored.

Convention:

A formal meeting of the independent distributors within a multi-level marketing company. Often occurring on an annual or biannual basis these meetings often last several days including trainings, corporate announcements, and festivities. The education, training, and connections that mlm conventions offer are known to be one of the best ways for a multi-level marketers to grow their businesses.

Crossline:

A distributor of the same MLM company but who is not connected structurally or within the same line. Distributors that are cross-line, also called sideline, are typically in the same geographical location and will often work with one another as they are "on the same team." Team in this sense meaning, they are in the same MLM business promoting the same products.

Customer Base:

Is the group of customers that an mlm business serves. This can also be used to describe the customers generated by the independent distributor directly.

D

Distributor

One that markets or sells the products or services of a multi-level marketing company. Distributors, often called Independent Distributors, are independent business owners operating in partnership with their chosen mlm company. In the United States, distributors operate under a 1099 Tax Form that is used to declare various types of income other than wages. Distributors are also referred to as Representatives, Reps, Partners, and Independent Distributors.

This term refers to a representative of an MLM company who sells the firm's products or services. This representative is also encouraged to build his own team/organization by recruiting and enrolling additional sales force known as downline/members. These members may also be called distributors and may sign up their own members who will also form part of the team or organization.

Independent distributors are not salaried employees of the company but rather profit from the sales of a particular network marketing company's merchandise. These distributors may also earn a certain percentage from the sales their downline makes. This type of marketing setup requires training, support and cooperation within a particular organization to succeed and realize unlimited income over time.

Becoming a distributor requires an interested party to enroll in his preferred network marketing company and pay a corresponding fee. He then receives a starter product kit equivalent to the amount he paid upon enrollment.

Distributor Kit

Is the kit required for purchase in order to enroll as a distributor. Distributor kits are often available in different sizes and price-points, but selection depends primarily on the ambition of the enrolling distributor. These kits often include training tools, marketing materials, branded apparel, and samples of the company's products. While many people skeptical of the industry wonder why you must purchase products in order to sell them, the product included in the kit is best utilized for sale or demonstration, thus growing the distributor's new mlm business. It is advantageous to partner with a multi-level marketing company that will drop-ship any physical products to customers. This negates the need for distributors to invest any significant amount of money into stockpiling inventory of products.

Downline

Refers to the members distributors have recruited or who have joined the organization after their enrollment and whose sales or referrals also generate income for that distributor.

Duplication

The process of replicating business builders in your downline.

Duplicatability

The extent to which an MLM / Network Marketing opportunity can be easily mastered by new recruits.

E**Earnings**

Proceeds derived from products or services sold. In network marketing, earnings may come from commissions, bonuses, incentives and residual income. Earnings may be based on the compensation plan of a particular network marketing company. This means that earnings may vary depending on the company and the input of the members or entrepreneurs.

Edify:

Edifying is the process of offering satisfactory remarks about another member or the company. The goal of edifying is to attract potential prospects. The aim of edifying is to elevate a member, either on the upline or downline, by offering positive information regarding the member's past successes, background information, and earnings history, and thus earn the trust of prospects in order to convert them into consumers.

Enroll:

Enroll refers to the signing up of new members in the network marketing industry. Leads or prospects who are joining the business typically sign up first before they can be recognized as members or part of the company. Sponsors earn residual commissions out of those enrollments in exchange for goods or services of the MLM business. The new enrollee may go forth and enroll new members under him or her.

Esthetician- (*also Aesthetician*) a person who is knowledgeable about the nature and appreciation of beauty, especially in art.

F

Financial Freedom

Refers to the financial state where an entrepreneur is debt-free and able to enjoy unlimited earnings. In network marketing, this is typically achieved when a member has established an MLM business and sustained more than enough active downline/recruits. In network marketing, earnings may come from commission, bonuses and residual income. Financial freedom can be earned through innovative marketing techniques, high sales volume of product/services, appropriate compensation plans, and maintaining a dynamic team and downline.

Follow-Up

Follow-up refers to the process in which a distributor contacts a prospect after the initial meeting or presentation in order to continue interest in the company. The goal of a follow-up is to address any questions or concerns a prospect may have, to re-inform them on the company's products or services, and to convert prospects into consumers.

Front-Line

Front-line refers to the members in your downline that are personally enrolled by you. Usually you will benefit the most percentage residually from your front-line members. MLM companies generally build their compensation plans to reward you most for obtaining front-line members. In general, front-line members are like any other members of your downline, but closer to you (directly below you) in your genealogy tree.

G

Genealogy:

In a network marketing business, genealogy refers to the list of members in a downline. All members are working towards a common goal to promote the company's product or services, but members don't always interact with each other. Genealogy includes your recruits (team) and the people your recruits have enrolled. It's structured like a family tree. MLM companies typically keep records of their members to keep genealogy reports ready anytime a member requests for his downline list. It may include names and contact information of all the registered downlines of a particular member. In network marketing, the more members in a genealogy, the better and the more profitable for a networker. The leader (up-line), earns commissions and residual income from the products the downline members buy and sell. The list can go on and on as members continue to enroll new recruits.

Goals:

Goals are what an individual strives to achieve over time. Short-term goals are ones that can be accomplished quickly, while long-term goals will take more time. Goals that are set by the company or leader can keep a business on track towards a common direction. In network marketing, sales goals are set to keep members on a track to maintaining a successful business.

Group Volume

Volume which is generated by all purchases throughout the organization (team) of an independent distributor.

H

Home Meetings:

A home meeting is when a distributor meets face-to-face with his or her prospects and presents information about the company and the products or services. Home meetings are considered a vital part in the recruitment process, where marketing materials are presented and compensation and earnings are discussed.

Hybrid:

A type of compensation plan that is a combination of the unilevel, binary or matrix compensation plans that lead to a development of a new plan design. It can also be an old-style plan but with a twist or significant improvement. The goal is to increase the compensation of everyone in the distributor base, while setting aside enough working capital to help the company operate profitably. The advantage of this plan is that it increases the income opportunities of the recruits because it has the benefits of more than a single compensation plan. Its downside is that the recruits need to understand two or more compensation plans. The commissionable funds are often directed toward a single plan or divided between plans. Two example hybrid compensation plans are a variation of the unilevel plan, with most of the compensation directed toward the first two levels of the structure and the matching matrix, with the rep only focusing on building two legs and the group volume will be paid with a commission percentage.

Heavy Hitter

A top sales leader in an MLM company.

I

Incentives:

Rewards provided by network marketing companies to motivate their distributors and increase the downline's enthusiasm. The goal of incentives is to excite members about selling the product or service, to offer rewards for performance, and to develop a fun culture within the network marketing organization. Incentives are often provided to distributors who have the highest volume, the highest increase in volume, or the highest increase in volume percentage. Other factors that determine who gets the incentives include the amount of retail products sold, the number of new distributors recruited per week, month or quarter, the total number of guests at MLM conference calls or opportunity meetings, and completion of training.

L

Lead Generation:

A network marketing term which simply means generating leads or prospects, or potential members of a particular MLM business. Lead generation methods used are diverse and include referrals, advertisements, list purchases, cold calls, telemarketing, search engine results, webpage visits and demographic statistics. The goal of generating leads is to convert prospects into consumers.

Leader:

A leader is a distributor who takes responsibility for those in his downline and ensures they are well trained to sell products to consumers and recruit others. MLM companies typically reward leaders highly because of the value they bring to the company and the people they recruit. A leader in MLM is not based on a resume (as in traditional business), but on production only. Leaders can be found or they can be developed.

Lead Prospecting:

Lead prospecting refers to connecting and building relationships with potential recruits of a particular network marketing business. Lead prospecting is a method of growing the qualified prospect list and getting people interested in the company. The purpose of lead prospecting is to inform people about the product or service being offered and interest them in purchasing the product or becoming a member. Lead prospecting can be done offline at events or conferences, or online on social networking sites such as Facebook, Twitter, LinkedIn, etc.

Level:

In an MLM organization, level means the vertical placement of a distributor or member. New recruits placed under him or her belong to the first level while their recruits will be assigned on his or her second level. New sign ups from the recruits' recruits will be on the third level, and so on. The more levels an independent distributor has, the bigger the organization, which can bring in increased sales and higher earnings and commissions. Building active levels within a team may guarantee a stable business and passive income over time.

M**Marketing Materials:**

Promotional tools that can help a particular MLM business in disseminating information about their products or services. Marketing materials bring awareness to consumers and people looking for viable business opportunities. They may include brochures, flyers, manuals and videos about the company. These may also include seminars, training videos and company websites where people can go for detailed information and product literature.

In starting a network marketing business, marketing materials are crucial tools in company and product promotion as MLM doesn't involve costly advertisements. It depends solely on the hard work of the members in the organization through effective marketing strategies such as training, conferences and distribution of marketing tools.

These marketing materials are the members' "weapon" in motivating consumers to utilize the company's products or services as well as encourage prospects to join the business. New entrepreneurs/members are usually provided with marketing materials they need once they sign up as members.

Matrix

A comp plan that limits the number of people on your frontline, usually to two or three.

Momentum

The phase of a network marketing company's growth when sales and recruiting begin to grow at an exponential rate.

Monthly Volume Requirements

An alternate term for qualifications.

Multi-Affiliate Program

An affiliate program that allows affiliates to recruit other affiliates and to be paid multilevel commissions on sales of their recruits.

N**Network Marketing**

Any form of selling that allows independent distributors to recruit other independent distributors and to draw a commission from the sales of those recruits.

Network Marketing Leads

Leads are people that have indicated an interest in a product, service or business opportunity.

O**Opportunity**

The chance to join a mlm / network marketing distributorship, or another term for the distributorship itself.

Opportunity Meeting

A recruiting rally or business briefing held by MLM distributors for the purpose of presenting the opportunity to prospects.

Organization

More popularly known as Network Marketing Organization (NMO), it refers to the entire team including the leader. It is a network marketing company's retailing channel in which independent distributors or members buy the products at retail price for resale to consumers. These distributors also recruit new team members, and these members can do the same until it forms a large network or organization. A particular organization is composed of different levels, leaders (distributors) and downlines (members). The network starts from the distributor's recruits placed under him or her down to other recruits enrolled by members assigned below each other. The vertical positioning of the members makes up the levels in the organization. The sponsor's recruit takes level 1 while level 1 recruit is assigned to level 2, and further on. The concept behind this organization is the larger the organization, the higher the sales of the company and the higher the earnings of the members.

Overrides

The monthly commission you receive from your breakaway legs.

P**Passive Income (Residual Income)**

Also known as residual income and leveraged income in the network marketing industry. Passive Income is a type of earnings received regularly by a member with little effort needed to sustain it, and is a result of earlier work to establish a constant income-generating MLM business. As opposed to a regular income, passive income is continually received even after the member lessens his or her workload. A regular income, on the other hand, is fixed and received for the work done for a particular period. The member earns passive income from his downline members by receiving commissions from their sales of the business' products or services. He or she can also earn from direct customers who regularly buy products or services.

Personal Volume

The volume of product that you buy at wholesale from the company in a given month. Personal volume is generated by a distributor's personal purchases, retail customers' purchases, or a combination of both.

Policies and Procedures:

A set of rules, principles and guidelines designed by a particular network marketing company or organization for the interest of both the company and the members. These usually include goals, protocols and methods that bind the business and its sales force. Once a prospect joins a particular organization, he is expected to accept and comply with the policies and procedures that the company has outlined.

Prelaunch:

A term used when a new MLM business is introduced to the market. During a prelaunch, the company and its products or services are introduced, informing prospective distributors what to expect if and when they join the company. Prelaunch publicity is meant to excite potential consumers or members into becoming a part of the company. It can act as an opportunity for entrepreneurs to build their team before the official launch.

Presentation:

A presentation is the method of displaying and explaining a company's profile, compensation plan, and products or services. It may be on a one on one, webinar, group setting, or a crowd presentation via a convention or conference. Presentations typically contain information regarding business opportunities and are aimed to attract prospects to enroll in a particular networking business. It usually includes tools such as videos, brochures and other materials that show how the business works and the benefits offered to members.

Products:

Refers to the merchandise or goods a multi-level marketing company offers to consumers. Products may come in various forms such as cosmetics, food supplements, clothing, toys and other marketable goods that cater to a variety

of markets. Legitimate MLM businesses normally provide their new members a starter kit which contains products equivalent to the signup fee the members pay upon enrollment. The kit may be sold, used for personal consumption, or used for presentation purposes when encouraging prospects to join the company. Commissions and revenues come from the proceeds of products sold by the distributor and his members (downline).

Productivity:

Productivity is defined as the ratio of output to inputs in production. The higher the output, the better the productivity. The success of a network marketing business is measured through productivity. The continuous building of an efficient and dynamic team plus constant movement of the company's products through retailing can significantly contribute to the positive productivity rate. This is achievable through the efforts of both the company and its members.

Profit:

Profit refers to the net proceed a distributor or retailer receives after the sale of goods or services. In network marketing, products/services are sold to distributors or members at wholesale prices. On top of the wholesale price, distributors add a recommended markup for retailing to end users. Whatever proceeds from the sale of products (minus the wholesale price) becomes the profit of the distributor who sold the goods. Profit may also come from distributors' team members who duplicate the efforts of their leaders by increasing the productivity and revenue of the entire MLM business. For network marketers, the life of an MLM company lies on its members and their active participation in realizing earnings.

Profitable:

Profitable refers to a business endeavor that is bringing in more returns than the investment. MLM businesses are profitable in two ways – retailing and sponsorship. A distributor or member can earn revenue by buying and selling the products or services of the company in the same way that he can also profit from the efforts of his members/ downline. The more people a distributor has in his downline, the higher the earnings. To be profitable, a network marketing firm should have qualified members that keep the products/services moving.

Prospect:

A potential customer or a potential distributor, or lead. A customer prospect is a person that is interested in purchasing the product, the distributor prospect is a person that is interested in joining the company and becoming a member of the downline.

Prospecting System:

A prospecting system refers to the method of marketing towards potential customers or distributors, otherwise known as prospects. This may involve creating a prospecting list, writing and sending emails or any form an introductory letter to prospects, and cold calling and making follow-up calls. The goal of a prospecting system is to convert prospects into customers or active members.

Pyramid Scheme:

A pyramid scheme is an unsustainable model of business where an organization offers participants payment, primarily for enrolling other people into the scheme, where no actual product or service is exchanged with the public. With no revenue generated other than from the company's own distributors, it is considered a scam as opposed to a legitimate form of business. In recent years, the Attorney General has been quick to shut pyramid schemes down before many members lose money, but that does not negate the need for researching a company before enrolling as a distributor.

Personal Sales Volume

The volume of product that you personally sell in a given month.

Prospect

A potential customer or recruit.

Pre-Launch

The period just before an MLM / Network Marketing company's official launch.

R

Rank (*also called Achievement Level*)

A rank or title that is achieved by moving a certain amount of product per month and / or recruiting a certain number of distributors who themselves have attained a certain designated achievement level.

Recruit

A prospect who has agreed to join your downline as a distributor.

Referral Commission an amount or percentage of money earned from referring customers to your personal website to make purchases.

Retail Customer a person who purchases products or services personal use at the retail price.

Retail Profit

The spread between the wholesale price you pay for product, and the retail price at which you sell it to your customers.

Retail Volume -

S

Sponsor

A distributor in an Network Marketing / MLM company who recruits and trains another distributor.

T

Three-Way Calls

A prospecting technique that allows distributors to build a downline while training recruits.

When a raw recruit wants to interview a new prospect over the phone, he will 3-way his sponsor into the call. The sponsor gives the presentation while the recruit listens and learns.

U

Uni-level

A type of compensation plan in which you must qualify for achievement levels, but in which people in your downline cannot break away.

Unlimited Income:

Unlimited income is a continuous flow of money without limits. The amount of money has no boundaries and no geographic territories are required, and any business person or sales person can acquire unlimited income through high sales and large profit margins. This is also stated as the "sky is the limit" method of earning money, and it is often the phrase used by businesses in developing the marketing strategies for its employees. Unlimited income is achieved by recruiting people in a downline and by the continuous distribution of the product.

Upline

All of the people above you in a network marketing / mlm organization. Also, an alternate term for sponsor.

W

Warm List

A list of personal contacts drawn up by new recruits that constitutes their warm market.

Warm Market

All potential prospects for your business whom you personally know, either because they are family members, friends, or business associates.

Wholesale

A term used to describe the products or services of a particular MLM business. The product or service is typically bought in large quantities at low costs to be retailed for profit. In the distributors/members at wholesale price, and members can in turn sell the products or services for a recommended markup, or profit. Acquiring the merchandise at wholesale price is one way for MLM members to earn profits, aside from the commissions acquired from the sales of downlines.

Wholesale Customer

a customer who purchase product at the discounted or wholesale price in large quantities.

Wholesale Volume

Volume that originates from the sale or purchase of wholesale priced products.

Work From Home

This term refers to income-earning endeavors that people can do working from their own homes. Many Network marketing companies are work from home business ventures.

V

Volume

Volume is defined as the number of items sold, or the number of recruits in the networking business. There are various definitions of volume depending on the type of business operation a company has. Some refer to volume as the number of shares a company has, when the company is involved in stocks. Others define volume as the number of markets targeted for a specific product. The volume, whether it pertains to products, people or investments, is necessary to measure the potential success of the business. In network marketing, the volume of recruits is essential to keep the commissions high. This includes finding people to join in the downline.

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