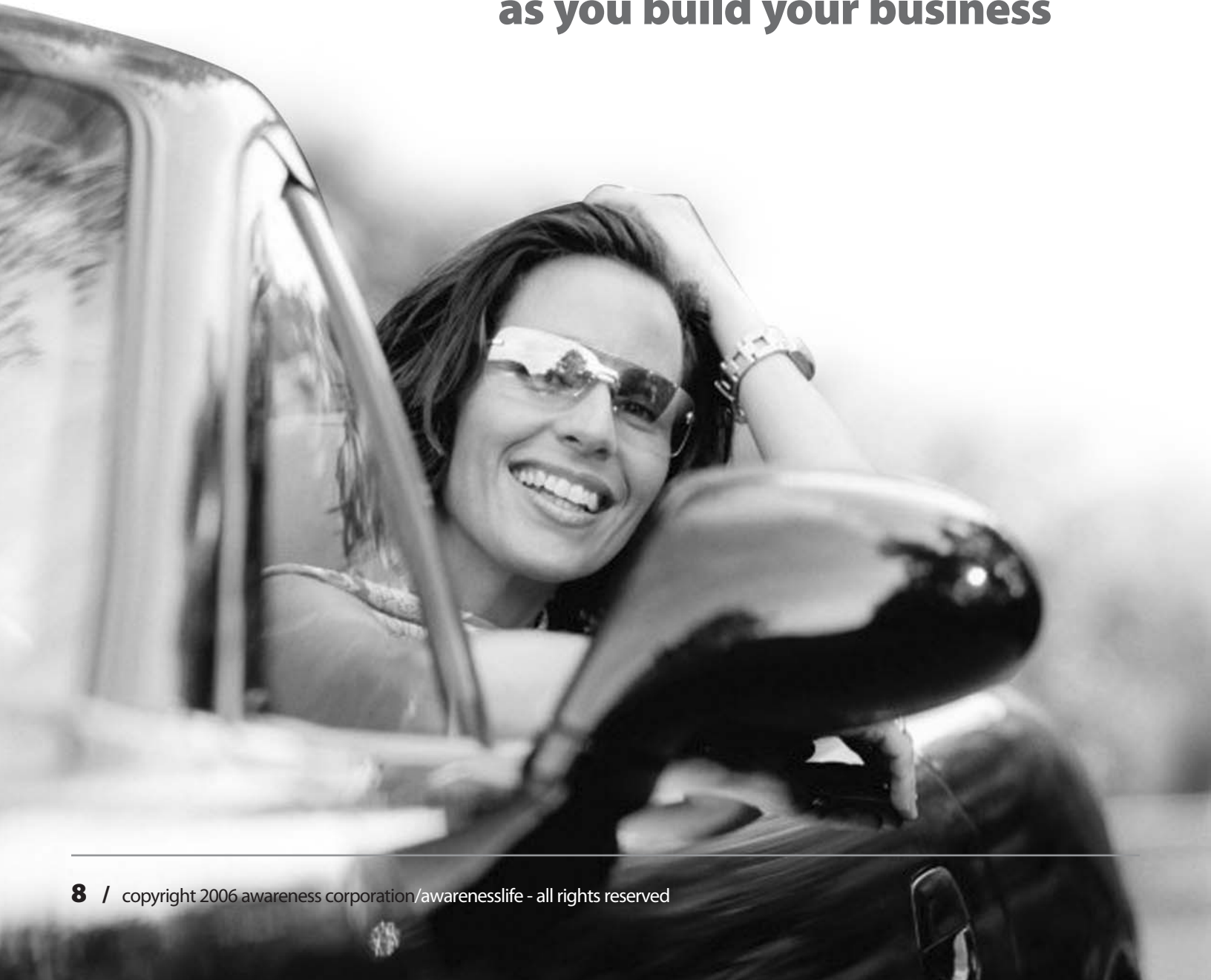


marketing plan how you get paid

**how to build your income
as you build your business**





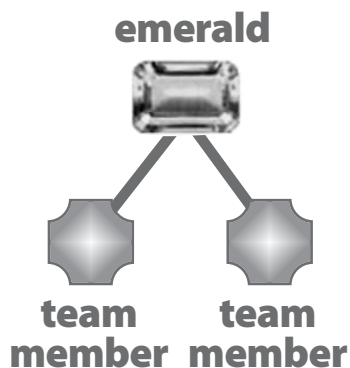
1. become a team member – make retail profit

how much retail profit do I make as a new *team member*?

As a new Team Member, you have the benefit of purchasing AwarenessLife® product right away at a 15% discount. You can then sell those products to your customers at full retail price. That means you will immediately earn 15% on everything you retail as a Team Member, no matter how small the order!

EXAMPLE:

When you retail \$100 worth of products you make \$15 profit! ($\$100.00 \times 15\% = \15.00)



2. become an emerald – get activated

how do I become an emerald and get products at a 25% discount?

To keep the calculations simple, each AwarenessLife® product is assigned a certain point value called Bonus Volume (BV). To become activated, you simply purchase 100 Bonus Volume Points (BV) worth of product in one calendar month. After you order 100 BV in one calendar month, you will automatically be promoted to Emerald status and receive a 25% discount on all future product orders. This means you'll make an additional 10% profit on every retail sale you make, simply by being activated.

how do I increase my discount to 35%?

When you join *AutoShip Monthly Home Delivery* with an order of one product or more, you are elevated to the 35% discount level.

When you join *AutoShip Monthly Home Delivery* and order one product or more*, your wholesale discount jumps from 25% to 35%! This means you'll make another 10% profit on every retail sale you make!

Once you become activated, that signifies to your sponsor that you are ready to start making a great income on direct retail sales, and you may be ready to start building a network of Team Members. (Refer to the Product Overview on page 30 for a full breakdown of BV points per product).

EXAMPLE:

When you retail (sell the product at retail price) the same \$100 worth of product at a 35% discount, you make \$35 profit! ($\$100 \times 35\% = \35)

See? Just by *activating* your business and joining *AutoShip Monthly Home Delivery*, you made an additional \$20 profit on the same amount of product! In addition, you also receive a *FREE Online Health Store*, and as an Emerald you can begin to *collect commissions* from online orders. It really pays to *activate* your business and join *AutoShip Monthly Home Delivery* as soon as possible!

*Excludes sales aids and marketing materials.

what is the fastest way to get to emerald?

When you sign up as a new Team Member, AwarenessLife® offers special ProductPaks that can only be purchased at the time of sign up. These ProductPaks are available at a 15% discount off the retail price and equal 100 BV or more. Purchasing a ProductPak automatically brings you to the Emerald status so you can reach the 25% discount level right away.

Joining AutoShip Monthly Home Delivery is just as easy; click on "Join AutoShip FREE" on the left side of your Member Office, order one product or more, and you are at the 35% discount level.

You could be activated today just by going to your Member Office at www.awarenesslife.com/office, and clicking on "Order Products."

what if I choose not to become emerald when I sign up? is there a time limit?

No! There is no time limit for you to reach the Emerald level, although we do recommend that you become an Emerald right away. Once you have become an Emerald, join AutoShip Monthly Home Delivery, order one product or more, and begin making the full 35% profit on all your products! In addition, an AutoShip order of 75 BV or more makes you eligible for the AutoShip Rewards Program!*

As a matter of fact, you never HAVE to activate if you don't want to. If you do choose to activate your business at a later time, you can purchase any combination of products that equal 100 BV in a single calendar month. Placing a larger product order is also a smart way to save on shipping costs!

EXAMPLE: Experience® is worth 13 BV. You would need to order 8 bottles of Experience® to activate your business, because 13 BV X 8 Bottles = 104 BV.

is being activated permanent?

Once you become activated, you will remain at the 25% discount level as long as you pay your annual renewal dues of \$19.50 + tax.

In order to retain your 35% discount, at ANY status level, you must maintain an AutoShip Home Delivery order of at least one product.

what is the 5% autoship rewards program?

5% When you join AutoShip Monthly Home Delivery with an order of at least 75 BV, you will receive a 5% product reward usable towards the purchase of AwarenessLife® Products.*

Rewards dollars are earned from the wholesale prices of your AutoShip orders, your personal purchases, and Preferred Customer AutoShip orders.

Your 5% AutoShip Rewards balance is visible and updated on your Member Office within minutes after orders are charged.

retail profit per bottle

Experience®

Retail : \$39.95

15% Profit: \$5.99

25% Profit: \$9.99

35% Profit: \$13.98



Daily Complete®

Retail : \$29.99

15% Profit: \$4.50

25% Profit: \$7.50

35% Profit: \$10.50



(USA Pricing)

*Rewards Dollars are calculated from your Personal Volume and Preferred Customers' AutoShip orders based on the wholesale price (35% discount price). Rewards Dollars are only earned on products that were actually paid for. Rewards Dollars cannot be redeemed for cash, cannot be transferred, and can be used on AutoShip orders only. Rewards Dollars cannot be applied to shipping or tax. Rewards Dollars expire after one year.



what are preferred customers?

Preferred customers also create Retail Profit, except with Preferred customers, AwarenessLife® handles the transaction for you. These customers buy product directly from AwarenessLife® at full retail prices. There are three easy ways to get Preferred customers set up. You can set up your customers with AutoShip Monthly Home Delivery, they can order from your Online Health Store, or you can have them call 1-800-69-AWARE and place their orders. Products will be shipped directly to your Preferred customers and you will receive a commission check from AwarenessLife® each month for the previous month's product orders.

If your Preferred customers are ordering at least 3 bottles or boxes of product on AutoShip Monthly Home Delivery, you will have the option in your Member Office to offer them free shipping as an incentive.

How does the free shipping to preferred customers work?

In your Member Office, under "My Health Store" you have the option to offer your Preferred Customers free shipping on autoship orders of 3 or more products. When you elect to offer free shipping to your customers, the free shipping will be available to those customers as long as the customer maintains an AutoShip order of 3 or more products.

Team Members who offer this free shipping feature to their customers will have the shipping costs deducted from the retail bonus earned on those AutoShip orders.

For example, if you earn \$30 in profit from a Preferred Customer AutoShip order and the shipping for that order is \$9, you earn \$21 in retail profit on that order.

what if I have a customer that only orders one bottle of product a month and does not want to build a business? should I make them a team member?

Usually not. Keep them on as a Preferred customer, and put them on AutoShip Monthly Home Delivery. This way, they continue to get the products that they want every month, and you make a 35% profit on every sale! Sometimes people who were previously uninterested in the business will change their minds when they get phenomenal results from using the products. That's when you should sign them up as Team Members.

EXAMPLE : Your customer orders a bottle of Experience® at the normal retail of \$39.95. As an *activated* (Emerald) Team Member on AutoShip, with your 35% discount, you get that bottle of Experience® for \$25.97. You just made a 35% retail profit, or in this case, \$13.98!

making wholesale profit

Even if one of your downline Team Members orders a bottle of Experience®, you make money on this type of order too! How? When a Team Member receives a 15% discount and you receive a 35% discount, you make the 20% difference on everything they order– in this case, \$7.99! This is referred to as Wholesale Profit.

This is another great reason to join AutoShip Monthly Home Delivery and begin making the full 20% wholesale profit on all your products.

profit breakdown

A 15% or 35% profit on one bottle might not seem like much money to you, but look closely at the numbers. This works on all product orders but we will use Experience® as an example: 15% of the full retail price of \$39.95 is \$5.99. 35% of the full retail price of \$39.95 is \$13.98. Every time one of your Retail customers orders a bottle of Experience®, you make that profit. Even if your customers only order one bottle of Experience® (or any other product) you can make commissions on their orders every month.

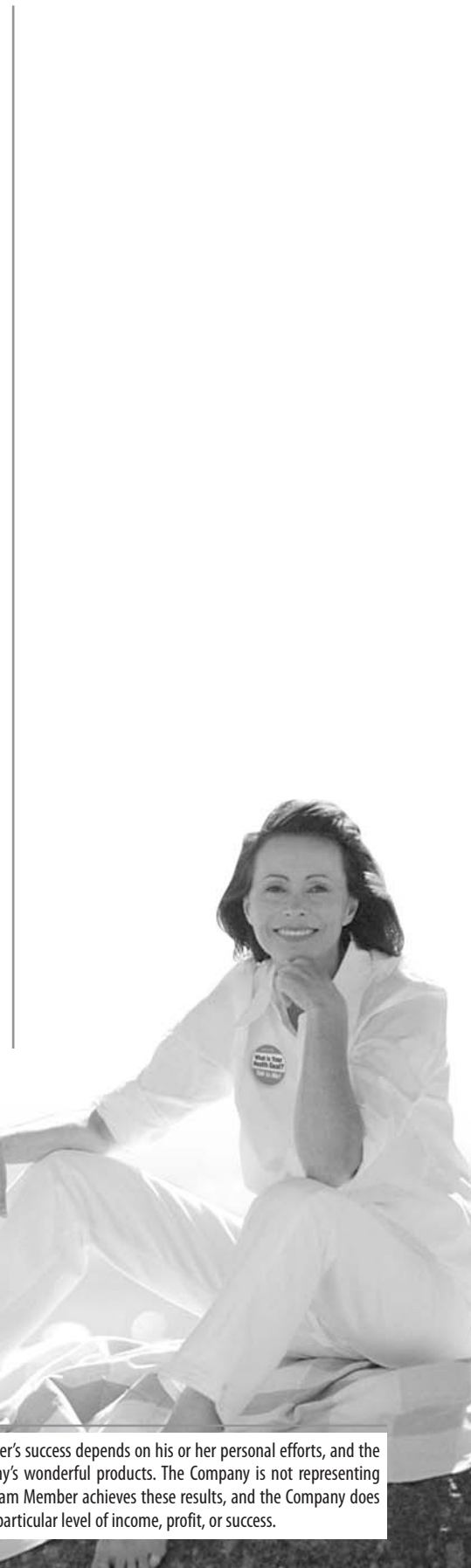
using Experience® as an example:

- If you sell 10 bottles a month (10 x \$13.98)..... you make \$139.80
- If you sell 20 bottles a month (20 x \$13.98)..... you make \$279.60
- If you sell 30 bottles a month (30 x \$13.98)..... you make \$419.40
- If you sell 40 bottles a month (40 x \$13.98)..... you make \$559.20
- If you sell 50 bottles a month (50 x \$13.98)..... you make \$699.00*

using the PureTrim® System as an example:

PureTrim® customers will typically drink two shakes per day, and one bottle of Daily Complete® per month. They may eventually start using Experience® as well. Here is the profit potential with the PureTrim® System when they drink two shakes per day, and use one bottle of Daily Complete® per month:

- With 10 customers a month (10 x \$73.20) you make \$732.00
- With 20 customers a month (20 x \$73.20) you make \$1,464.00
- With 30 customers a month (30 x \$73.20) you make \$2,196.00
- With 40 customers a month (40 x \$73.20) you make \$2,928.00
- With 50 customers a month (50 x \$73.20) you make \$3,660.00*



*Every Team Member's success depends on his or her personal efforts, and the sale of the Company's wonderful products. The Company is not representing that the average Team Member achieves these results, and the Company does not guarantee any particular level of income, profit, or success.



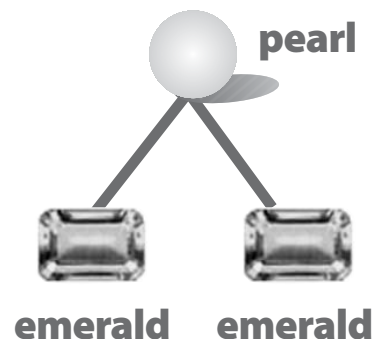
3. become a pearl – get qualified

how do I get *qualified* as a pearl?

After you have *activated* your business and are promoted to Emerald status, you can begin building your Team. As we have explained earlier, you build a team to work for YOU.

Start by sponsoring two new Team Members, one on your Left Team, one on your Right Team, and coach them to do what you have learned. Your goal is to help them reach Emerald status. To set placement of your new Team Members in your Downline Organization, simply click on “Set My Placement Flags” located under the “My Organization” tab.

You will constantly be building two teams in your business– a *Left Team* and a *Right Team*. After your first two Team Members, every person you sponsor will be placed in your *Right Team*, unless you reset the placement flags. Help each person you sponsor to reach Emerald status by purchasing at least 100 BV of product. Next, make sure they join AutoShip Monthly Home Delivery so they reach the 35% discount level. Once they have been promoted to Emerald status, and you maintain an AutoShip order of at least one product, you are *qualified*. This is also known as being promoted to Pearl status.



what are *placement flags*?

A Placement Flag is a setting you choose to determine where new members that you sponsor will be placed in your Downline genealogy. You set the flag to the left or to the right side of your Downline to ensure new members are placed where you want them to be.

Before you sign up a new Team Member, it is imperative that you review your Placement Flag settings to verify they are set to place these Team Members where you want them.

To review or change your settings, sign in to your Member Office and under the “My Organization” menu click on “Set My Placement Flags”.



You will see that new Team Members will either be placed in your right team or your left team. Depending on where you need the new Team Member placed, select the appropriate box and make sure you click "Submit Changes" or your changes will not be updated.

Remember, once you have placed a new Team Member, you cannot change their location. Please make sure your Placement Flags are set correctly.

what do I receive by reaching the *pearl* status?

As a Pearl, you are qualified to receive the Balanced Two-Team Infinity Bonuses. In addition, you still receive the 35% discount on all products you and your Preferred customers purchase. Remember, if you cancel your AutoShip order, you lose the additional 10% discount, bringing your total discount to 25%. (Refer to the Seven-Step Cumulative Payout Chart on the next page to track the money you are making on your Downline organization. This is a Balanced Two-Team payout system.) Remember, commissions are calculated on your weakest Team, so use placement flags to ensure that your Teams are as even as possible.

EXAMPLE: This is cumulative. In Step 1, you will have 250 CV points and be paid \$50 U.S., and when you reach 500 CV points you will be paid another \$100 U.S. You can earn up to \$500 U.S. every time your team cycles. A cycle is going through the entire seven steps.

The Balanced Two-Team Infinity Bonuses are capped at \$12,000 U.S. per month (\$144,000 U.S. per year). In addition to this, you can still earn Retail Income, Car Bonuses, and Blue Diamond status. **In order to receive commissions on your organization, you must maintain 50 BV per month if you are on AutoShip Monthly Home Delivery or 65 BV if you are not on AutoShip.**

what is *commission volume*?

Commission Volume (CV) is calculated from your Bonus Volume (BV) for the purposes of payment in U.S. dollars. In the U.S., one BV point is equal to one CV point. This may not be the case in another country, since the CV is based on U.S. dollars and the currency exchange rate fluctuates. You receive CV on all orders, and you will receive commission dollars once your left and right team both produce a minimum of 250 CV (refer to the seven-step cumulative payout chart on the next page). To determine the most current CV conversion rate, refer to your AwarenessLife® Member Office.

checklist to qualify for two-team infinity bonus

- I am at Pearl status.
- I have a 50 BV order on AutoShip OR a 65 BV order not on AutoShip
- I have sponsored one person each for my LEFT and RIGHT teams and they must be *activated* and on AutoShip.

commission volume (CV) & bonus volume (BV)

Using Experience® as an example, let's compare Commission Volume (CV) to Bonus Volume (BV).

USA

Price = \$39.95
 BV = 13 BV
 13 BV x 1.0 = 13 CV

CANADA

Price = \$39.95
 BV = 13 BV
 13 BV x 0.85† = 9 CV

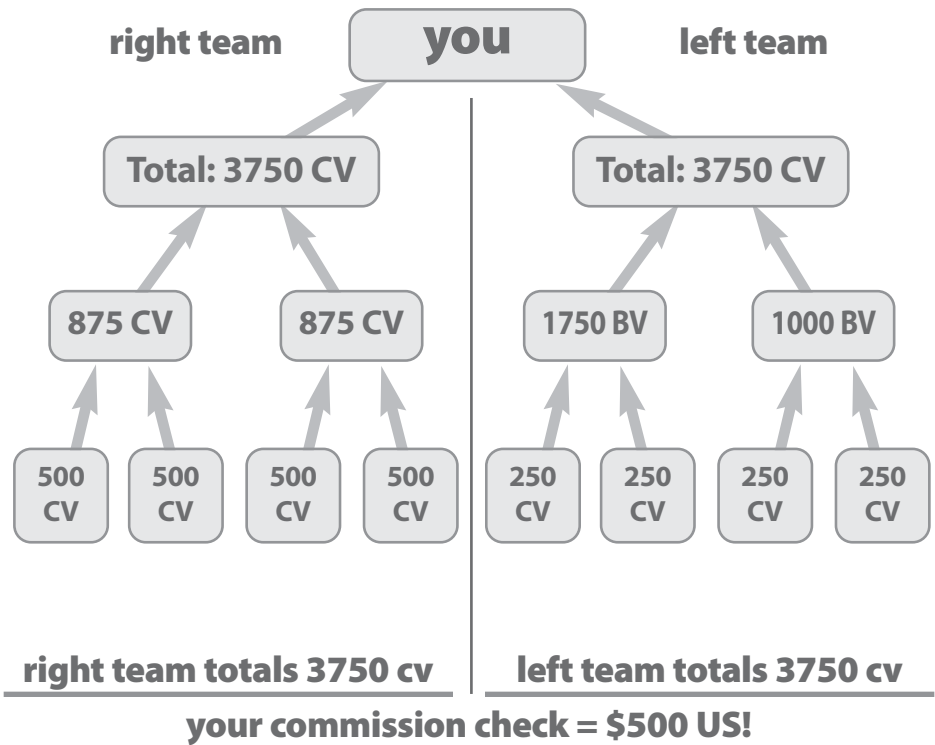
† The number 0.85 in the Canadian formula represents the conversion from U.S. dollars to Canadian dollars. All Two-Team Infinity Bonuses are paid in U.S. Funds.

seven-step cumulative payout chart (all CV values represent minimums)

- Step 1** Left Team produces 250 CV & Right Team produces 250 CV..... you're paid **\$50**
- Step 2** Left Team produces 500 CV & Right Team produces 500 CV you're paid another **\$100**
- Step 3** Left Team produces 1000 CV & Right Team produces 1000 CV you're paid another **\$50**
- Step 4** Left Team produces 1500 CV & Right Team produces 1500 CV you're paid another **\$50**
- Step 5** Left Team produces 2000 CV & Right Team produces 2000 CV..... you're paid another **\$100**
- Step 6** Left Team produces 2500 CV & Right Team produces 2500 CV you're paid another **\$50**
- Step 7** Left Team produces 3750 CV & Right Team produces 3750 CV..... you're paid another **\$100**
- Complete One Cycle of 3750 CV on each side** you're paid a total of **\$500 US!**



seven-step cumulative payout diagram

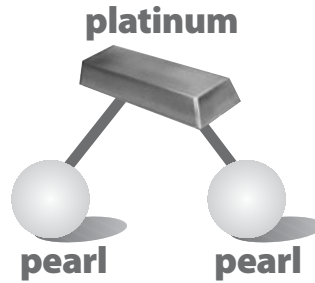


*Every Team Member's success depends on his or her personal efforts, and the sale of the Company's wonderful products. The Company is not representing that the average Team Member achieves these results, and the Company does not guarantee any particular level of income, profit, or success.

4. become a platinum

how do I advance to the platinum status?

Once you have a Pearl Team Member in your LEFT Team and a Pearl Team Member in your RIGHT team, and you and both of your Pearl Team Members are on AutoShip, you advance to Platinum status and qualify for the car bonus. These Pearl Team Members can be anywhere in your Downline.



what do I receive by reaching the *platinum* status?

As a Platinum, you are qualified to receive the car bonus. Your car bonus is based on the number of times you cycle per month (refer to the Seven-Step Cumulative Payout Chart on page 15). Every second cycle awards you an additional \$100 in your car bonus account. The maximum car bonus allotment is \$500 U.S. per month.



5. become a royal diamond

how do I advance to the *royal diamond* status?

In order to be promoted and advance to the Royal Diamond status you must sponsor a LEFT Team Member and a RIGHT Team Member that have been promoted to the Platinum level. In addition to you, both LEFT and RIGHT Platinum Team Members must be on AutoShip Monthly Home Delivery and remain on AutoShip. These Team Members can be anywhere in your Downline.



what do I receive by reaching the *royal diamond* status?

When you reach the Royal Diamond status, you will receive a bonus of \$500 AutoShip Rewards Dollars, added directly into your current Rewards balance! These bonus Rewards Dollars follow the same rules and restrictions as your previously earned Rewards Dollars.*

checklist to qualify for the car bonus

- I am at Platinum status.
- I have at least one Pearl Team Member on my RIGHT Team and one Pearl Team Member on my LEFT Team.
- BOTH you and your Pearl Team Members are on AutoShip.

checklist to qualify for royal diamond status

- I am at Platinum status.
- I have at least one Platinum Team Member on my RIGHT Team and one Platinum Team Member on my LEFT Team.
- BOTH you and your Platinum Team Members are on AutoShip.

* In order to receive the \$500 in bonus Rewards Dollars, you must currently be on AutoShip and qualified for the AutoShip Rewards program.

checklist to qualify for blue diamond status

- I am at Royal Diamond status.
- I have one LEFT Team Member and one RIGHT Team Member who are Royal Diamonds and on AutoShip.
- I have sponsored 12 *activated* Team Members and 12 Preferred Customers on AutoShip, in accordance with the Bi-Monthly Profit Sharing Schedule.
- I maintain 600 BV in personal volume on AutoShip.
- I host 3 live public meetings and post them on the tour link.
(www.awarenesslife.com/tour)

6. become a blue diamond

how do I advance to the blue diamond status?

To reach the Blue Diamond status, you must first sponsor a LEFT Team Member and a RIGHT Team Member that have been promoted to Royal Diamond status.

In addition, you must have personally sponsored 12 new activated (Emerald) Team Members, and 12 Preferred Customers who are new to AutoShip Monthly Home Delivery for the duration of the two-month period in accordance with the bi-monthly Profit Sharing Schedule.

You must have 600 BV in personal volume on AutoShip. Finally, you need to have a minimum of 3 live public meetings per bi-monthly period.

EXAMPLE: If you met all of the requirements for the bi-monthly period April/May, you would qualify for Blue Diamond status. If you met the requirements in May/June, but not in June/July, you would not qualify because this is not a designated bi-monthly period.

To maintain Blue Diamond status, you must continue with 600 BV on AutoShip and 3 public meetings a month, but the sponsorship requirement decreases to 6 new activated (Emerald) Team Members, and 6 Preferred Customers who are new to AutoShip Monthly Home Delivery.

If you do not maintain these requirements, you will revert to the Royal Diamond status.

what do I receive by reaching the blue diamond status?

When you have taken the time to lead others to success in AwarenessLife®, we reward that extra personal effort. One percent of the entire company's CV is divided among the top 100 Blue Diamonds. This bonus is paid out every other month, according to the bi-monthly Profit Sharing Schedule.

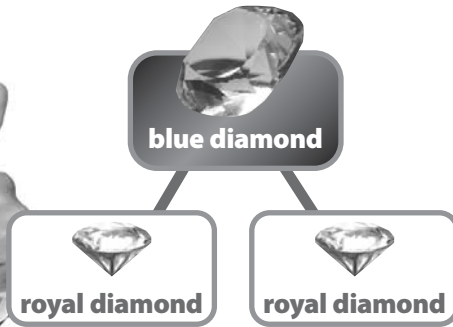


designated bi-monthly profit sharing schedule

**February/March • April/May • June/July • August/September
October/November • December/January**



team member level summary



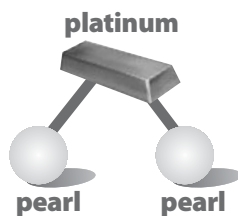
blue diamond [Sponsor 2 Royal Diamonds on AutoShip]

- 25% Product Discount
- 35% Product Discount when on AutoShip
- Qualify for the 5% AutoShip Rewards Program
- Qualify for Two-Team Infinity Bonus
- Qualify for Car Bonus (up to \$500 US)
- Qualify for an added bonus of 1% of the Total CV generated by the company every two months



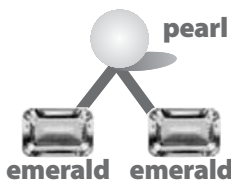
royal diamond [Sponsor 2 Platinums on AutoShip]

- 25% Product Discount
- 35% Product Discount when on AutoShip
- Qualify for the 5% AutoShip Rewards Program
- Qualify for Two-Team Infinity Bonus
- Qualify for Car Bonus (up to \$500 US)
- Qualify for President's Leadership Circle
- Receive a one-time bonus of \$500 in AutoShip Rewards Dollars (if already on AutoShip Rewards)



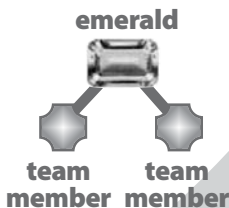
platinum [Sponsor 2 Pearls on AutoShip]

- 25% Product Discount
- 35% Product Discount when on AutoShip
- Qualify for the 5% AutoShip Rewards Program
- Qualify for Two-Team Infinity Bonus
- Qualify for Car Bonus (up to \$500 US)



pearl [Sponsor 2 Emeralds on AutoShip]

- 25% Product Discount
- 35% Product Discount when on AutoShip
- Qualify for the 5% AutoShip Rewards Program
- Qualify for Two-Team Infinity Bonus



emerald [Purchase 100 BV or more in one calendar month]

- 25% Product Discount with the purchase of 100 BV or more in one calendar month
- 35% Product Discount when on AutoShip
- Qualify for the 5% AutoShip Rewards Program

team member [Purchase a Team Member Kit for \$24.95]

- 15% Product Discount





seven common questions about the marketing plan

1. how much BV do I need to qualify to get my downline commissions?

If you are on AutoShip Monthly Home Delivery, you only need to have 50 BV each month in order to receive commissions generated by your Team Members. If you are not on AutoShip you need to have 65 BV each month in order to receive commissions generated by your Team Members.

2. when do I get paid?

Commission checks are mailed to Team Members on a monthly basis. You are paid for products ordered through your Online Health Store on the following month of the order. For example, commission checks for products ordered during February will be mailed in March. To ensure your check is mailed to the correct address, you can verify your address information by clicking the "My Personal Info" link under the "My Organization" menu in your AwarenessLife® Member Office (www.awarenesslife.com/office.)

3. when are commissions calculated?

Commissions are calculated from the beginning of a calendar month to the end of a calendar month.

4. can my husband / wife be a team member?

Yes! A husband and wife can build separate organizations as long as they use a different Social Security Number or tax ID number for each business.

"Profits are better than wages.

Wages make you a living, profits make you a fortune."

5. do I only have to manage two teams?

Yes. The nice thing about our compensation plan is the ease of only having to manage two teams. The strength of our compensation plan allows you to begin building a passive income right away after you recruit your first two Team Members, which become your Left and Right Teams. Every other recruit is placed under one of those two Teams unless you specify otherwise. However, the number of Team Members that can be added to each of your two Teams through your downline is unlimited.

6. how do I balance the teams?

The goal of our compensation plan is to create balance in your LEFT Team and in your RIGHT Team. If you have a strong sales force on your right side it will make sense to recruit new Team Members and place them on your left, or weaker, side. You can do this by setting up placement flags in your Member Office at www.awarenesslife.com/office. The more balanced your two Teams are, the more you get paid through cycling bonuses. (See "What are Placement Flags?" on page 13 for further details on balancing your Teams.)

7. do I have to personally sponsor more than two team members?

You will probably want to continue building your organization even after you have your LEFT Team and your RIGHT Team in place. As others in your organization begin building their Teams, your business will take off and flourish.

~ Jim Rohn