



# Marketing Plan introduction

Join the Club!

Congratulations! You have made the right choice by becoming a **Club BizSmart LLC** Affiliate, and this is the first step to achieving the health and wealth that you have always desired!

Our **industry leading, lucrative marketing plan** was designed to provide immediate income, as well as **longterm residual income** to all of our Affiliates. In fact, when you see just how easy it is to advance in Rank, you may one day find yourself maximizing our **“Team Bonus”** commissions alone at up to \$10,000 per day!

Everyone can register **100% FREE for 60 days**, and all products includes a 30-Day Money-Back Guarantee), and an **experienced management team**, you will soon realize why your **“timing”** for this **amazing opportunity** could not be better!



We payout **up to 65% commissions** on all commission-able volume and offer Business Starter Packs **as low as \$99.95** in the USA (price includes shipping one-time Admin Fee)! Please use this Marketing Plan as a guide to familiarize yourself with the **up to 7 different ways** of achieving income, so that you can start a successful journey with **Club BizSmart LLC**.

## To Be A Successful Affiliate of Our “Amazing Products” which Requires 3 THINGS

<p><b>1</b></p> <p>Learn as much as possible about what our amazing products!</p>	<p><b>2</b></p> <p>Commit at least 3 months to the usage and share your experiences with everyone!</p>	<p><b>3</b></p> <p>Share your website, documentary video, sizzle call and business cards with everyone you know!</p>
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## Club BizSmart Affiliates can earn income

### Up To 7 Ways:

<p><b>RETAIL PROFITS</b> up to 100% profit per sale</p>	<p><b>FAST START BONUSES</b> up to \$160 per sale</p>	<p><b>FAST START CODED BONUSES</b> up to \$80 per sale</p>
<p><b>RANK ADVANCE BONUSES</b> up to \$2,100 one-time</p>	<p><b>TEAM BONUS</b> 15% - 30% binary (up to \$10,000/day)</p>	
<p><b>TEAM MATCHING BONUSES</b> up to 45% (5 generations)</p>	<p><b>FOUNDER'S BONUS POOL</b> 2% global pool-share bi-monthly</p>	

**Earn  
Cash**



## *Income Streams*

### **RETAIL PROFITS (RP) (Paid Weekly)**



Any “Business Starter Pack” purchase qualifies both “Members” and “Affiliates” to be able to purchase products at the lowest A/S & wholesale price!

Retail sales allow Affiliates to purchase products at wholesale price and sell at retail for an up to 25% profit per web order, or up to 100% per offline order! Affiliates can earn \$10 or more

Preferred Customer CV	Monthly Profit Per PC Order	Retail Customer CV	Monthly Profit Per RC Order
35	\$10	40	\$20
60	\$20	80	\$40
100	\$40	150	\$80
200	\$80	300	\$160

per product order, per month, on all Preferred Customer (PC) orders, and \$20 or more per product, per month, on all Retail Customer (RC) orders, plus Team Bonus CV.

\*“Profit Per Offline Product” based on “Retail/Preferred Customer” price difference of profit per bottle or Pack combo sold.

### **FAST START BONUSES (FSB) (Paid Weekly)**



“Fast Start Bonuses” are paid out every time an Affiliate directly sells either a Business Starter Pack, or Preferred Customer or Retail Customer Order, which generates FSBs of \$15 to \$160 per sale. On the first 2 direct sales made, Affiliates share 50% of the allocated FSB with their direct Sponsor. For example, if the allocated FSB on a “Consultant” Business Starter Pack is \$15, the Affiliate will earn \$7.50 on their first 2 sales, and their direct Sponsor will also earn \$7.50 on those same first 2 sales. Starting from the Affiliate’s 3rd sale on, they will earn 100% of the allocated FSB per direct sale, as well as Fast Start Coded Bonuses from Affiliates in their organization.



# Income Streams

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## FAST START CODED BONUSES (FSCB) (Paid Weekly)



“Fast Start Coded Bonuses” are paid out via a modified 2-up “coded” plan, which generates FSCBs of \$5 to \$80 per sale on Customer sales, and \$7.50 to \$75 per sale on Business Starter Pack sales. Starting from an Affiliate’s 3rd direct sale on, 100% of the allocated FSB is paid out to them, which also starts their first “Coded Line” of Fast Start Coded Bonuses, in which 50% of the FSCB on the first 2 direct sales made by any personally sponsored coded line Affiliate will pass up to their direct Sponsor, and the sponsored Affiliate will keep the other 50%. FSCBs are paid on a “residual” basis, on both one-time (new) and recurring (monthly) orders. For example, if an Affiliate sponsors a Preferred Customer or Retail Customer that orders every month, the sponsoring Affiliate will earn a FSCB every month (residually) on that sale.

	Starter Packs (One-Time)	Price*	CV	1 <sup>st</sup> Sale FSB	2 <sup>nd</sup> Sale FSB	3 <sup>rd</sup> Sale FSCB
<b>USA BUSINESS</b>	Consultant Pack	\$99.95	50	\$7.50	\$7.50	\$15.00
	(Copper) Consultant Pack**	\$152.95	65	\$10.00	\$10.00	\$20.00
	(Silver) Consultant Pack**	\$234.95	100	\$15.00	\$15.00	\$30.00
	(Platinum) Consultant Pack**	\$399.95	200	\$37.50	\$37.50	\$75.00
	(Gold) Consultant Pack**	\$599.95	300	\$75.00	\$75.00	\$150.00
<b>INTERNATIONAL BUSINESS</b>	Consultant Pack	\$106.95	50	\$7.50	\$7.50	\$15.00
	(Copper) Consultant Pack**	\$156.95	65	\$10.00	\$10.00	\$20.00
	(Silver) Consultant Pack**	\$240.95	100	\$15.00	\$15.00	\$30.00
	(Platinum) Consultant Pack**	\$409.95	200	\$37.50	\$37.50	\$75.00
	(Gold) Consultant Pack**	\$609.95	300	\$75.00	\$75.00	\$150.00

\*Price includes one-time \$25 admin fee and shipping & handling per Business Starter Pack. Prices are subject to change. \*\*These orders include a “Qualified” Rank status for 60 days (Copper Consultant thru Gold Consultant) from date of order. Pack content and pricing subject to change.

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# Income Streams

## FOUNDER'S BONUS POOL (FP) (Paid Bi-Monthly)



The "Founder's Bonus Pool" has a limit of only 50 Founders. All Founders will share in a special 2% "Global Pool" for the lifetime of their business, as long as they are able to maintain a Qualified "Silver" rank. Here are all of the perks of purchasing a Founder's Pack...

Pack	Price	CV	FSB	FSCB	Products
Founder	\$1,999.95	1,000	\$500	\$250	29 (Mixed)

- Share In a 2% Lifetime Global Founder's Pool (GFB)\*
- Black Diamond Consultant Rank For 120 Days\*\*
- Founder's Recognition & Preferred Seating at Events
- No Monthly Autoship for 6 Months
- Founder's Lapel Pin
- Special "Founder's Only" Promotions

\*There is a one month hold on the first payout. Future payouts will occur every 2 months (bi-monthly) on 2nd Friday of the month.  
 \*\*After 120-Day "Black Diamond" grace period, Affiliate must maintain qualified Silver or higher rank to continue earning in GFB.

## RANKED ADVANCE BONUSES (RAB) (Paid One-Time)



There four one-time "Rank Advance Bonuses" that pays out a cumulative total sum of up to \$2,100. After Qualified Affiliate achieves RAB requirements, there is a one month hold to allow for Affiliate's minimum PV monthly order to process. After Affiliate's monthly order has been processed, RABs are paid out in accordance with the pay period. Personal sponsored Members or Customers that are inactive during the qualification period will not count towards this Bonus. There is no time limit to achieve RABs, but a Business Starter Pack purchase is required to participate in it.

Personal sponsored Members or Customers that are inactive during the qualification period will not count towards this Bonus. There is no time limit to achieve RABs, but a Business Starter Pack purchase is required to participate in it.

Rank	Min PV	Personal Referrals* (Minimum Per Leg)	One-Time RAB	Combined RABs
Silver*	30	5 (2 Left & 2 Right)	\$100	\$100
Platinum*	30	10 (3 Left & 3 Right)	\$200	\$300
Gold*	30	15 (4 Left & 4 Right)	\$300	\$600
Diamond	30	20 (5 Left & 5 Right)	\$500	\$1,100
Black Diamond	30	50 (12 Left & 12 Right)	\$1,000	\$2,100

\*Copper, Silver, Platinum and Gold Business Starter Pack with "Qualified Ranks" do not apply to Rank Advance Bonuses. \*\*Earnings potential based on Business Starter Packs purchased by directly sponsored Affiliates, and a balanced 30% binary



# Income Streams

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## TEAM BONUS (TB) (Paid Weekly)



The “Team Bonus” caps at up to \$10,000 per day and pays out up to 30% of the lesser volume leg, via a 1:1 “binary” each time there is minimum of 30 CV on the left team and 30 CV on the right team. Based on an Affiliate’s Rank, a Team Bonus of 15% to 30% of the CV is paid out on the lesser volume leg. Equal CV from the greater volume leg is deducted after the payout and will carry over into the following day. The Team Bonus alone has the potential to pay out up to over \$3.6 million dollars annually!

Rank	Personal Referrals* (Minimum Per Leg)	TB Percent	Daily Cap	Weekly Potential	Annual Potential
Affiliate	1 (Left or Right)	N/A	N/A	Varies	Varies
Copper	2 (1 Left & Right)	15%	\$500	\$3,500	\$182,500
Silver	5 (2 Left & 2 Right)	20%	\$1,000	\$7,000	\$365,000
Platinum	10 (3 Left & 3 Right)	25%	\$3,000	\$21,000	\$1,095,000
Gold	15 (4 Left & 4 Right)	25%	\$5,000	\$35,000	\$1,182,000
Diamond	20 (5 Left & 5 Right)	30%	\$7,000	\$49,000	\$2,555,000
Black Diamond	50 (12 Left & 12 Right)	30%	\$10,000	\$70,000	\$3,650,000

\*Personal Referrals must maintain active status each month with a 30 CV order for referring Affiliate to maintain Qualified Rank.

## TEAM MATCHING BONUSES (TMB) (Paid Weekly)



“Team Matching Bonuses” pay out a total of up to 45%, spread on up to 5 generations of depth, on the daily “Team Bonus” incomes of all Qualified Affiliates within a Qualified Affiliate’s entire organization. “Match Generation” will determine how much and how many generations a Qualified Affiliate is qualified to earn on. There are no leg requirements. For example, if a Qualified Affiliate personally sponsor’s 10 Active Members

	Biz Match Generation	Personal Referrals*	Gen 1	Gen 2	Gen 3	Gen 4	Gen 5	Combined Percentage
	Biz Match 1	1	10%					10%
	Biz Match 2	2	20%	5%				25%
	Biz Match 4	4	20%	10%				30%
	Biz Match 6	6	20%	10%	5%			35%
	Biz Match 8	8	20%	10%	5%	5%		40%
	Biz Match 10	10	20%	10%	5%	5%	5%	45%

\*Personal referrals must maintain Active status each month. Customers do not count for Team Matching Bonuses requirement.

**Earn Cash**



# Income Streams

## “Team Bonus” Income Example



In the above example, there is **2,500 CV** on the left leg, and **2,000 CV** on the right leg, which means the CV has generated up to **\$600** in “Team Bonus” commissions to be paid out, based on Rank as follows:

**Copper = \$300** payout; **Silver = \$400** payout; **Platinum & Gold = \$500** payout; **Diamond = \$600** payout

# Compensation Plan Summary

The following chart summarizes what minimum requirements an Affiliate will need to achieve in order to both qualify for and maintain certain Ranks.

Rank	Fast Start Coded	Rank Adv Bonuses	Team Matching Bonuses	TB Daily Cap	Leadership Bonuses
Affiliate	N/A	N/A	10%	N/A	N/A
Copper	N/A	N/A	20% + 5%	\$500	N/A
Silver	Yes	\$100	20%, 10%	\$1,000	N/A
Platinum	Yes	\$200	20%, 10%, 5%, 5%, 5%	\$3,000	Yes
Gold	Yes	\$300	20%, 10%, 5%, 5%, 5%	\$5,000	Yes
Diamond	Yes	\$500	20%, 10%, 5%, 5%, 5%	\$7,000	Yes
Black Diamond	Yes	\$1,000	20%, 10%, 5%, 5%, 5%	\$10,000	Yes



## GLOSSARY

Before starting your Club BizSmart business, it is very important that you familiarize yourself with terms listed in the “glossary” that will be used throughout this document to better understand, as well as to be able to eventually maximize the Marketing Plan.

Here are common terms you will need to know as you build your Club BizSmart business:

**Active:** A Member or Affiliate that has purchased a Business Starter pack, and maintains a minimum product order of at least 30 PV over a 30-day period, via a monthly autoship or manual order, or by having directly sponsored at least 1 Retail Customer or 1 Preferred Customer with a minimum 30 PV order each month.

**Account:** A maximum of 3 accounts per household is permitted, with each having its own unique SSN, TIN, or EIN.

**Affiliate:** A Member that has sponsored at least 1 Active Member. Affiliates can earn FSCBs on Business Starter Packs and Retail Customer Orders. No purchase is required to be an Affiliate.

**Affiliate, Qualified:** An Active Affiliate that has sponsored at least 2 Active Members and placed one on the left team and one on the right team. This also promotes the Affiliate to the first Rank of Copper Consultant.

**Autoship (A/S):** This enables Members, Affiliates, and Customers to automatically and conveniently receive a monthly shipment of product, without the need to place re-orders (hassle-free). It also helps Members and Affiliates to easily qualify for commissions in the compensation plan.

**Binary:** The Team Bonus structure is based on a binary plan structure. Therefore, whenever the term “binary” is used, it is describing both the Team Bonus and Team Matching Bonuses.

**Cap/Max:** Either term signifies the max daily earnings potential a Qualified Affiliate can achieve in the TB (binary), based on their Rank, e.g. a Consultant with a qualified Rank of “Diamond” can earn up to \$10,000 per day.

**Carry Over:** This is non-paid CV that will accumulate and be paid out during the next Pay Period.

**Coded Line:** This is a term used to describe the direct sales that entitle you to earn unlimited “Fast Start Coded Bonuses”, which starts with your 3rd direct sale.

**Commission Qualified (CQ):** An Affiliate of any Rank that has met the minimum requirements to earn commissions.

**Commissionable Volume (CV):** This is the accumulation of total sales volume generated from both an Affiliate’s organization and spillover and is what commission payouts are based on.

**Consultant:** This is another description of an Affiliate and is also used when an Affiliate joins for free, e.g. the “Free Consultant” position is valid for 60 days from registration date.

**Consultant, Free:** This option allows a Member to earn 3 of 8 ways (Fast Start Bonuses & Fast Start Coded Bonuses).

**Customer, Preferred:** A person that orders any product at a discounted price via a monthly autoship. They must agree to autoship for at least 2 months to receive this preferred pricing.

**Customer, Retail:** A person that orders an product at the full retail price with no further order obligation.

**Cut-Off Period:** CV is accumulated in real-time and calculated by 12:00 AM EST every day.

**Grace Period:** All Members and Affiliates will be given a 5-day grace period to maintain Active status after exceeding 30 days from previous order, to either direct purchase, or refer a customer that directly purchases at least 30 PV of product.

**Greater Volume Leg (GVL):** Also, sometimes referred to as the “Strong Leg” or “Power Leg”, is the “Team” that has the greatest amount of CV every 24 hours. Any CV amount in your GVL that is greater than the LVL amount for a 24-hour period carries over to the same leg for the following day.

**Group Volume:** The total amount of product sales CV accumulated within your entire Team Bonus organization.

**Holding Period:** There is a 2-week hold on all commissions, except the one-time Rank Advance Bonuses, which require a 1-month hold. Therefore, all commissions on new sales are paid out the third Friday after date of registration, then every week thereafter.

**Inactive:** This occurs whenever a Member, Customer or Affiliate has not placed an order within a 4-week period.

**Lesser Volume Leg (LVL):** Also, sometimes referred to as the “Pay Leg”, is the “Team” that has the lowest amount of CV every 24 hours. The total CV on the LVL is used for Team Bonuses calculations every day, which is then paid out weekly, every Friday.

**Member:** A person that registers as a “Free Consultant” or purchases any Business Starter Pack.

**Organization:** Also, sometimes referred to as a “Downline”, this is the sales team directly connected to an Affiliate and does not include spillover. This is sometimes referred to as a “Personal Enrollment Team” or “Unilevel Team”.

**Pay Period:** Pay period is Sunday to Sunday at midnight EST. Commissions are paid out every week on Friday after Holding Period, with a \$20 minimum pay out. Ewallet balance resets every Monday.

**Personal Volume (PV):** This is the sales volume of your personal purchases, and those of your Retail Customers and Preferred Customers, which is used for calculating commissions. Minimum monthly PV for all commissions is 30 PV.

**Points Reset:** The reset of CV means the sales volume is removed and non-calculated for commissions if an Affiliate does not have an active 30 CV autoship, manual order, or one personally sponsored active Retail Customer or Preferred Customer within the required period of 60 days from last date of order.

**Rank:** A designation that, once achieved and maintained, will allow the qualified Affiliate to earn higher daily income in the TB (binary). There are currently 6 Consultant Ranks that a qualified Affiliate can achieve: Copper Consultant, Silver Consultant, Platinum Consultant, Gold Consultant, Diamond, and Black Diamond Consultant.

**Rank, Paid:** A designation that is given when a Member purchases or upgrades to specific “Business Starter Packs” that include a “Paid Rank” for 60 days. After 60 days, the Paid Rank will still display in the Active Member’s back office, but the Active Member will only continue be paid at Rank if they maintain a “Qualified Rank” status.

**Rank, Qualified:** A designation that is given to an Active Affiliate that has purchased a Business Starter Pack, once certain qualifications have been met and maintained each month. For example: A Copper Rank Affiliate needs to sponsor and maintain 2 Active Members each month; a Silver Rank Affiliate needs to sponsor and maintain 5 Active Members each month; a Platinum Rank Affiliate needs to sponsor and maintain 10 Active Members each month; a Gold Rank Affiliate needs to sponsor and maintain 15 Active Members each month; a Diamond Rank Affiliate needs to sponsor and maintain 20 Active Members each month; and a Black Diamond Rank Affiliate needs to sponsor and maintain 50 Active Members each month.

**Refund Period:** All nutritional products include a 30-day refund policy (minus 15% restocking fee). Refunds do not include shipping & handling fee, or one-time \$25 Admin fee.

**Retail Customer (RC):** A person that orders any product from a Member’s or Affiliate’s personal inventory, or from their personalized 24/7 ecommerce website at full retail price.

**Reward:** A physical product option chosen in lieu of cash in the LRB that has a value of double the cash value.

**Spillover:** This occurs when a Member’s or Affiliate’s TB (binary) structure receives sales from above the Member’s or Affiliates own organization.

**Sponsor:** A Member that has referred at least 1 Member becomes the permanent Sponsor of that Member.

**Team:** Sometimes referred to as a “leg”, represents both the left and right side of a Member’s or Affiliate’s Team Bonus (binary) organization.

**Upgrade:** Customers and Free Members can upgrade to Affiliate status by purchasing any Business Starter Pack.

**Upline:** This is the hierarchy of Members and Affiliates directly above each Member’s and Affiliate’s organization.

## **DISCLAIMERS**

Before starting your Club BizSmart business, it is very important that you familiarize yourself with terms that will be used throughout this document to better understand, as well as to be able to eventually maximize the Marketing Plan. You can find these terms in the Policies & Procedures.

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Club BizSmart LLC has made every effort to accurately represent its compensation plan and overall business opportunity, as presented in this material. Club BizSmart LLC pays out a commission on every sale pursuant to the compensation plan. No commissions are paid for the recruitment of others. However, individual results can vary, and will be based on an individual's ability, experience, dedication, and level of desire. There are no specific guarantees concerning the level of success that anyone may experience. There are no specific guarantees, promises or assurances that examples of past earnings can be duplicated in the future. Club BizSmart LLC does not offer investment or tax advice. Check with your accountant, lawyer or professional advisor before acting on this or any information. Users of Club BizSmart LLC products and services are advised to do their own due diligence when it comes to making business decisions. Club BizSmart LLC hereby disclaim any personal liability (tangible and intangible), or loss or risk incurred as a consequence of the use and application, either directly or indirectly, of any advice, information or methods presented herein. Neither the information, nor any opinion contained within this document constitutes a solicitation or offer by Club BizSmart LLC, or its officers, partners, Members, customers, or affiliates to buy or sell any securities, options, or other financial instruments.

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