

Lifebrook Advocate Compensation Plan Overview

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There are six (6) different ways for you, as a Lifebrook Independent Advocate, to make money in this compensation plan. As each one is cumulative, it is possible for you to make money in one, a few, or in all six ways.

Becoming an Independent Advocate

You can become an Independent Advocate with Lifebrook by completing the Advocate Application and purchasing an Electronic Business Kit & 1st Year Access for \$49.95 or by buying one of our *Optional* Fast Start Packs. Once your application is accepted you can begin selling Lifebrook products through your individual website, provided as a part of your monthly business support program. You will then be eligible to receive commissions on your total product sales, offer the Lifebrook opportunity to others, and earn bonuses on their sales.

6 Ways to Earn Income



The Marketing Phase

Compensates you for your personal product sales

1. 20% Retail Commission
2. 20% Bonus Value (BV) on personally enrolled Preferred Customers (PC)
3. 25% Bonus on Fast Start Packs (FSP)



The Leadership Phase

Pays you bonuses on the sales of your team.

4. Up to 5 levels of 10% Bonus Value (BV) Advocate Team Bonuses.
5. Up to 5 Levels of 5% Bonus Value (BV) Preferred Customers (PC) Level Bonuses



The Executive Phase

Generously rewards you for leadership in mentoring other emerging leaders.

6. Up to 3% Executive Bonuses

Retail Commission

Lifebrook Advocates earn 20% on all your Personal Retail Sales (PRS) in the form of either a discount or a commission which is paid weekly.



Preferred Customer (PC) Program

You can offer your Retail customers to become a Preferred Customer (PC) for **FREE** by committing to a monthly autoship order. With this convenience they will receive a 20% Preferred Customer (PC) discount!

For every personally enrolled Preferred Customer (PC) order you will receive a 20% Preferred Customer (PC) Bonus, based on the products Bonus Value (BV), paid monthly.

This is a way for you and your customers to benefit!



Fast Start Pack Bonus

Every time you enroll an Advocate with an Optional Fast Start Pack (*Bronze, Silver, or Gold*). You will earn a special, one-time bonus of 25% on that Fast Start Pack, paid weekly.

- You enroll a Lifebrook Advocate with a **Bronze Fast Start Pack (FSP)** at \$140, you will receive a **\$35 Fast Start Pack Bonus**.
- You enroll a Lifebrook Advocate with a **Silver Fast Start Pack (FSP)** at \$240, you will receive a **\$60 Fast Start Pack Bonus**.
- You enroll a Lifebrook Advocate with a **Gold Fast Start Pack (FSP)** at \$340, you will receive an **\$85 Fast Start Pack Bonus**.

*NOTE: This special 25% Fast Start Pack Bonus is being applied to Advocates Fast Start Purchases in lieu of 10% Advocate Team Bonuses Therefore, NO Advocate Team Bonuses will be paid on the Advocates Fast Start Pack purchases.

When you sponsor an Advocate, they are on your level and you are eligible to earn a 10% Advocate Team Level 1 Bonus on the assigned Bonus Value (BV) of the Advocate’s Personal Retail Sales (PRS), as long as you remain “Active”. As you advance in “Stars” and you may increase your financial opportunities from building your down-line team.(see Table 1 below)

Table 1

Advocate Team Bonuses (paid monthly on compressed organizational volume)				
Requirements	Be “Active” in qualifying month	1 Star Have 1 active Preferred Customers in qualifying month	2 Star Have 2 active Preferred Customers in qualifying month	3 Star Have 3 active Preferred Customers in qualifying month
Level 1	10% BV	10% BV	10% BV	10% BV
Level 2		10% BV	10% BV	10% BV
Level 3			10% BV	10% BV
Level 4			10% BV	10% BV
Level 5				10% BV

***NOTE:** You must be “Active” by having \$32 Personal Bonus Value (PBV) in the qualifying month to receive Advocate Team Bonuses.

Personal Bonus Value (PBV): The accumulated Bonus Value (BV) of all products purchased by you, along with the BV of all products purchased by any Retail and Preferred Customers who you have personally enrolled is combined during a given pay period to determine your “PBV” for that pay period.

Personal Retail Sales Bonus Value (PRSBV): The Bonus Value (BV) of all products purchased by you and/or sold by you to your Retail Customers, whether individually or online, during a given pay period is your “PRSBV” for that pay period.

When you sponsor an Advocate, you may earn off their Personal Retail Sales, (as shown above in Table 1). They have the option to turn their Retail Customers into Preferred Customers. While they benefit from earn the 20% Preferred Customer Bonus, As the sponsoring Advocate you may be eligible to earn 5% Preferred Customer Level bonuses on the assigned Bonus (BV) of the Preferred Customers purchases for up to 5 levels (see Table 2 below)

Table 2

Preferred Customer Level Bonuses (paid monthly on compressed organizational volume)				
Requirements	Be “Active” in qualifying month	1 Star Have 1 active Preferred Customers in qualifying month	2 Star Have 2 active Preferred Customers in qualifying month	3 Star Have 3 active Preferred Customers in qualifying month
Level 1	5% PCBV	5% PCBV	5% PCBV	5% PCBV
Level 2		5% PCBV	5% PCBV	5% PCBV
Level 3			5% PCBV	5% PCBV
Level 4			5% PCBV	5% PCBV
Level 5				5% PCBV

***NOTE:** You must be “Active” by having \$32 Personal Bonus Value (PBV) in the qualifying month to receive Preferred Customer Level Bonuses.

Preferred Customer Bonus Value (PCBV): The accumulated Bonus Value (BV) of all products purchased by Preferred Customers in a given pay period to determine the “PCBV” for that pay period.

As you gain traction in your business, you can move up in “Ranks” (see Table 3 below). Moving up in ranks will allow you to get closer to meeting the Executive Phase. Keep in mind, while no bonuses are paid to achieve these ranks, your levels of pay still hinge on what level “Star” you are. For example; if you have 3 active Preferred Customers (PC) and 5 front-line active Advocates you are qualified as a **3 Star Director**. If you have 1 active Preferred Customer and 3 front-line active Advocates you are qualified as a **1 Star Team Builder**. (see Table 3 below)

Table 3

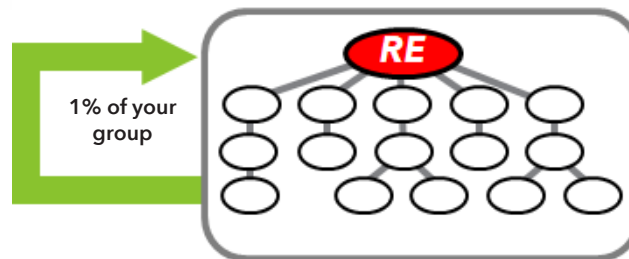
Rank Titles				
Ranks	Business Builder	Team Builder	Team Leader	Director
Requirements	Be Active, 2 Active Advocates	Be Active, 3 Active Advocates	Be Active, 4 Active Advocates	Be Active, 5 Active Advocates

When you become a Qualified 3 Star Director, you may qualify for Executive Bonuses. In order to earn these bonuses, you must be a qualified 3 Star Director and accumulate the amount of Total Group Bonus Value (TGBV) each month in that Executive Rank. (see Table 4 below) As each ranked Advocate of Ruby, Emerald, or Diamond appear in your down-line, they “take over” their % for unlimited levels of depth under them to the next Advocate of Executive Rank.

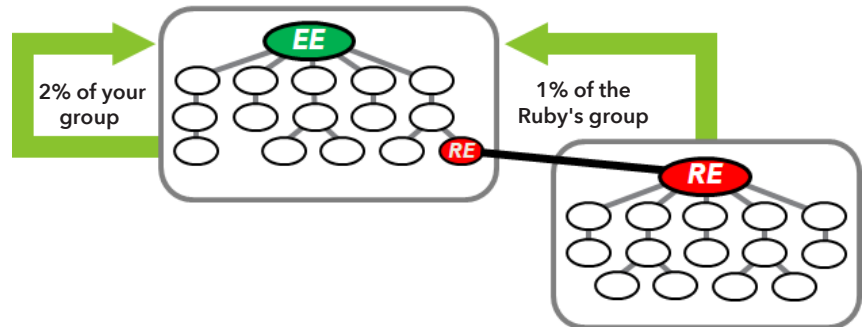
Table 4

Executive Bonus			
FUb_	Fi Vmi 9I YW Hjj Yf9L	9a YfUX 9I YW Hjj Yf9L	8 Jla cbX' 9I YW Hjj Y (DE)
FYei JfYa Yblg	$\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$	$\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$	$\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$
9I YW Hjj Y6 cbi g	$\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$	$\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$	$\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$ $\frac{1}{100} \times \text{Total Sales}$

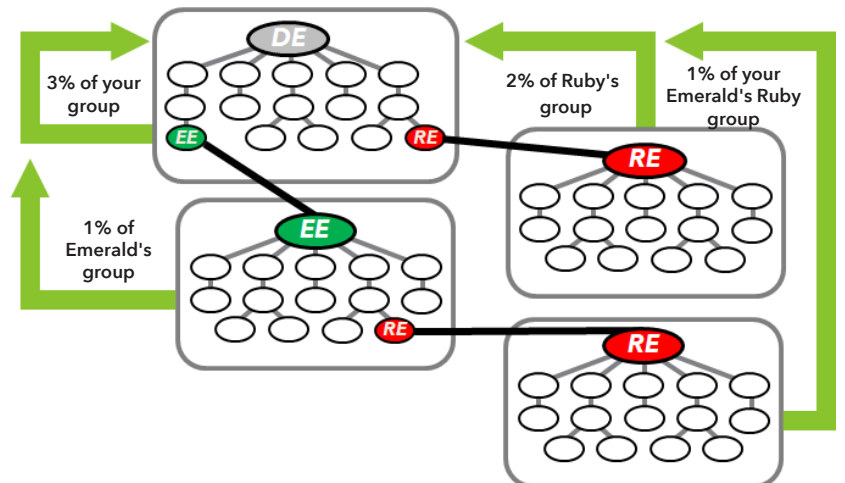
As a Ruby Executive (RE): You will earn 1% of all sales of your total down-line or until your next Ruby Executive. When an Advocate in your down-line becomes a Ruby Executive, then they earn the 1% bonus on all sales to infinite levels below them to the next Executive. In order for you to earn a bonus on that RUBY's team, you will want to advance to the next rank of Emerald Executive.



As an Emerald Executive (EE): You will earn 2% of all sales of your total down-line until your next Executive. If that next Executive is a Ruby, then they earn the 1% Ruby Bonus on all sales to infinite levels below them until their next Executive and you earn the difference (2 - 1 = 1%) of 1% on unlimited levels below them.



As a Diamond Executive (DE): You will earn 3% of all sales of your total down-line until your next Executive. If that next Executive is a Ruby Executive, they would earn 1% Ruby Bonus on all sales to infinity levels below them and you earn the difference (3 - 1 = 2%) of 2% on unlimited levels below them. If you have another Executive that is an Emerald, they would earn 2% Emerald Bonus on all sales to infinity levels below them until their next Executive and you earn the difference (3 - 2 = 1%) of 1% on unlimited levels below them.



The above are a simplified graphic representation of a down-line and is not intended to precisely indicate rank or qualifications.