

## CREATING INCOME

Hopefully, Chapters 1 and 2 helped strengthen your belief in Juice Plus+®, NSA, the income potential, and your own ability to succeed! This chapter will present the marketing plan, designed with NSA's mission statement in mind: *to build a stable and lasting company that will help as many people as possible realize their dreams.*

**Your income is derived from three areas:**

- 1. RETAIL PROFIT**
- 2. COMMISSION**
- 3. BONUSES FOR DEVELOPING A TEAM**

**1. RETAIL PROFIT**     \$156 RETAIL Preferred Customer Cost of Orchard/Garden blends (four-month supply)  
                                      - 135 WHOLESALE Cost  
                                      \$ 21 RETAIL PROFIT

**2. COMMISSION**     6%, 14%, or 22%

- 6%, 14%, or 22% on what? On PVC, which stands for *Purchase Volume Credit*. PVC is 75% of the wholesale price. For example: 1 box of Juice Plus+® Orchard and Garden blends at \$135 wholesale x 75% = 101.25 PVC

Distributor Level	Retail Profit	Commission	Total Profit: Box JP+
Direct Distributor (DD) 6%	\$21 +	(6% x 101.25 PVC) = \$6.07	\$27.07
Virtual Franchisee (VF) 14%	\$21 +	(14% x 101.25 PVC) = \$14.17	\$35.17
Sales Coordinator (SC) 22%	\$21 +	(22% x 101.25 PVC) = \$22.27	\$43.27

**\$21, \$27.07, \$35.17, or \$43.27 – Which would you prefer?** It just makes sense to get to the highest pay level as quickly as possible. **How do you qualify?**

### Accumulate Volume or Fast Track

- **Accumulate 2,000 PVC** (approximately 20 Orchard and Garden orders) **over any amount of time or cut your volume requirement by 3/4 – acquire 500 Personal PVC** (approximately five Orchard and Garden orders in your number) **within 1-30 days and FAST TRACK**  
 to 6% commission, our Direct Distributor position
- **Accumulate 6,000 PVC** (approximately 60 Orchard and Garden orders) **over any amount of time or cut your volume requirement by 2/3 – acquire 2,000 PVC** (approximately 20 Orchard and Garden orders) **within 60 days and FAST TRACK**  
 to 14% commission, our Virtual Franchisee position

*All positions are cumulative and permanent and there are no minimal monthly requirements.*

### 3. DEVELOP A TEAM

You may choose to go further with your business by developing a team. Some of the people you will be talking to about Juice Plus+® will have immediate interest in the business. More often, this interest develops through a series of education exposures and the following model emerges:

**From Prospects → Customers → Solidified Customers → Distributors →  
Distributors with Goals → A TEAM IS BORN!**

### Fast Tracking

Some distributors get started with a simple goal of offsetting the cost of their own product. You might think of this as a Family Plan. This can be a great opportunity to help some of the most important people in your life improve their health, and take advantage of our Fast Track option to the Direct Distributor 6% commission level. An easy way to accomplish this step is to sign up five Juice Plus+® Orchard and Garden customers in your first 30 days. **Your retail profit from this effort alone will be \$105!**

**Targeting Your First Five Customers\***

**500 PVC for 6%**

YOU

PVC\_\_\_\_\_

**#1** Name \_\_\_\_\_  
PVC Goal\_\_\_\_\_

**#2** Name \_\_\_\_\_  
PVC Goal\_\_\_\_\_

**#3** Name \_\_\_\_\_  
PVC Goal\_\_\_\_\_

**#4** Name \_\_\_\_\_  
PVC Goal\_\_\_\_\_

**#5** Name \_\_\_\_\_  
PVC Goal\_\_\_\_\_

*As you add customers, track your actual PVC on page 5.13.*

Product PVC	
JP+	101.25
Gummies	52.50
Chewables	52.50
Vineyard	60.00
Complete	63.00
Thins	60.00

Math on Multiple Orders of Juice Plus+®:		
1 JP+	=	101.25
2 JP+	=	202.50
3 JP+	=	303.75
4 JP+	=	405.00
5 JP+	=	506.25

\* If more than five people come to mind, use one of the forms on page 5.2 or 5.3 to list names.

### Maximizing the Marketing Plan

For distributors who want to experience the true part-time magic of our business and create significant income, the game plan we recommend is:

10-10-10-10

This represents adding 10 customers a month for the first four months.

## 10-10-10-10

Add 10 customers a month for four months and experience the magic!

Here's how it works:

### 1. Fast Track in 30-60 days or less to 14% Virtual Franchisee

10-10 to VF

Instead of adding just five customers in your first 30 days, add 10 – starting the 10-10-10-10 plan:

- 10** = 10 customers in your first month = 1,000 PVC (10 x 100 PVC) Starting with you + nine others (more than the 500 PVC needed for **6% Direct Distributor**)
- 10** = 10 customers in your second month = 1,000 PVC (10 x 100 PVC) Continue sharing CDs and host a few Wellness Presentations

The total of this activity = 2,000 PVC, **YOU** are now a **Virtual Franchisee** earning **14% commission!**

*You are not required to get the entire 2,000 PVC by yourself. If you find a "buddy" to join your team in your first 60 days, any customers they add will count towards your volume requirements. See 1-10-1 plan below\**

### \*Some teams use a plan known as the "1-10-1" to achieve Step 1.

- 1** = 1st 30 days with a goal of adding at least five customers = 500 PVC needed for 6% Direct Distributor
- 10** = 10 customers you add during your second month in business = 1,000 PVC
- 1** = One distributor who joins your team within your first 60 days and adds five customers = 500 PVC
- The total of these three steps creates the 2,000 PVC for you to achieve the Virtual Franchisee position.*

### 2. Qualify Your Business

10-10 to Qualify!

In addition to your retail profits and commissions, you can qualify to earn a 5% performance bonus on the efforts of your team members who are Direct Distributors (and above)! All you have to do is continue the **10-10-10-10** process by adding 10 more preferred customers in months three and four.

- 10** = 10 customers in your third month
- 10** = 10 customers in your fourth month

Once you have enrolled about 30 customer families or 40 (+you) individual Juice Plus+® customers in the monthly installment program\*\*, you will have the 1,000 PVC points each month to qualify for this bonus.

*\*\*Example: 40 Orchard and Garden orders x 25.31 PVC  
(101.25 PVC/4 monthly payments = 25.31 PVC/mo) = 1,012.40 PVC\**

*\*With an excess of 12.40 PVC  
(Use the form on page 5.14 to track your progress)*

**You have reached an important NSA milestone when you qualify your business!**

### 3. Build a Team to Sales Coordinator!

It turns out that at least one out of 10 of your customers will also have an interest in the business. With 40 customers, odds are that you will have the beginnings of a team to help you achieve Sales Coordinator.

As a Sales Coordinator, you earn 22% commission and can qualify for even more bonuses as you recruit, train, and develop a team.

#### How?

- To reach the Sales Coordinator commission level (22%) you will need to:
- accumulate 12,000 PVC over any amount of time with your team; and,
  - help three people you sponsor reach the 6% Direct Distributor level.

### You also earn commissions on your team.

Every time a Juice Plus+® product is sold, NSA pays a total of 22% in commissions. In addition to the 22% commission you earn on your personal customers, you also earn commission on those you've sponsored, depending on the pay level they have achieved. The following example is for a Sales Coordinator (see other examples on page 16.2).

		SC Commission - Team Members' Commissions		
New Distributor earns	0%	22% - 0%	=	<u>As a Sales Coordinator...</u> <b>You earn 22%</b> on their PVC.
Direct Distributor earns	6%	22% - 6%	=	<b>You earn 16%</b> on their PVC (+ 5% bonus when you qualify your business for a total of 21%).
Virtual Franchisee earns	14%	22% - 14%	=	<b>You earn 8%</b> on their PVC (+5% bonus when you qualify your business for a total of 13%).
Sales Coordinator earns	22%	22% - 22%	=	<b>YOU EARN 0%</b> on their PVC (+5% bonus when you qualify your business + an additional 4% <i>promote out</i> bonus for a total of 9%*).

\*Once your team members reach the Sales Coordinator level, you can qualify not only for the 5% performance bonus, but an additional 4% promote out bonus. Details of the entire Compensation Plan are spelled out in Chapter 16.

## What's the Big Picture?

When you are at the Sales Coordinator level of 22% and are qualifying your business,

***here's what you earn...***

<b>Number of Qualifiers</b>	<b>Average Yearly Earnings</b>	<b>Average Monthly Earnings</b>
YOU + 0 to 2 qualifying team members	= \$ 6,000	\$ 500
YOU + 3 to 11 qualifying team members	= \$ 15,000	\$ 1,250
YOU + 12 to 38 qualifying team members	= \$ 40,000	\$ 3,300
YOU + 39 or more qualifying team members	= \$120,000	\$10,000

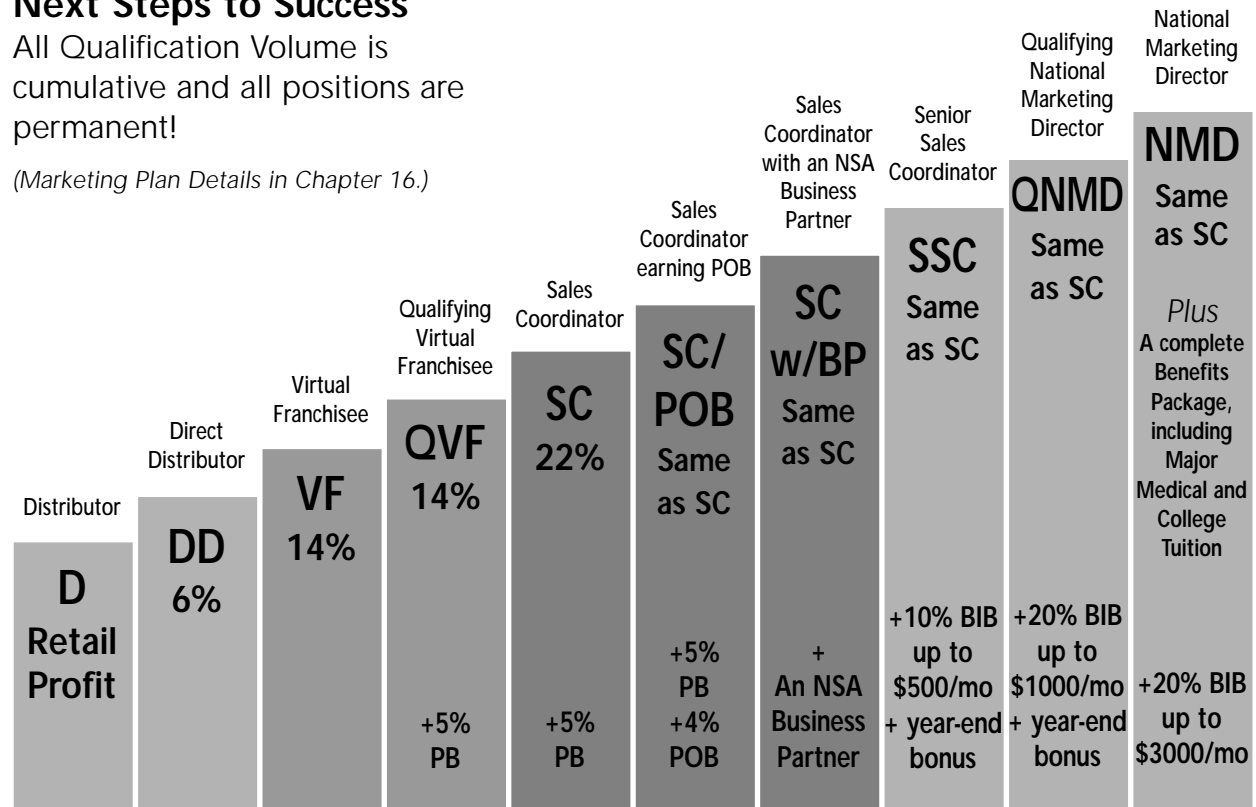
***There is no limit to the number of qualifiers on your team  
or the income you can earn!***

***(DATA BASED ON ACTUAL NSA DISTRIBUTOR EARNINGS.)***

## Next Steps to Success

All Qualification Volume is cumulative and all positions are permanent!

(Marketing Plan Details in Chapter 16.)



Bonus Abbreviations:

PB = Performance Bonus

POB = Promote Out Bonus

BIB = Business Incentive Bonus

## You Decide

It's your choice whether to do a little or a lot, Fast Track or accumulate volume, help a few people or everyone you know. Just remember, you only have one chance to develop your "how I got started in the business" story and you'll be telling it for the rest of your NSA career. If you're thinking of building a team, your distributors will follow your example, so set the pace you want them to follow!