



The Lifeplus Concept

people helping people to make lives better

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The Lifeplus concept is based on the philosophy of people helping people to make lives better. Ultimately this is about improving quality of life. This begins with supporting people in their personal development and well-being as well as helping them to expand their financial possibilities.

The Lifeplus concept is one of the few situations where someone can get started without any sign-up fees or inventory requirements. There are no pressure tactics and there is no exchange of product for money among friends. There is also no need for personal delivery of products since everything may be drop-shipped direct from Lifeplus.

The way someone comes to Lifeplus is through sponsorship. As with any worthy cause, being sponsored means someone has taken it upon themselves to share what is possible and then takes the responsibility to help new associates reach their goals. There are no annual or one-time signup fees. All members purchase products at the same price, have access to both free and paid training and development tools, can refer or sponsor someone else to the company, and everyone has the ability to receive compensation for their referrals.

Wellness

Of all the factors that influence the quality of someone's life, physical well-being may be the most important. Standard of living, the state of your relationships, satisfaction with your pursuits, your capacity to give, your mental outlook, and your level of fulfillment in general are all major factors in how you perceive the quality of the life you are living. These all have differing levels of importance depending on your priorities. The one factor that is involved with each of these is wellness.

You simply cannot be your best in any endeavor or relationship if you do not feel your best. Lifeplus is committed to providing best-in-class products to support optimal wellness and energy levels. Our commitment to making products that truly support you is evident in the caring way we manufacture and in the fact that we encourage you to purchase direct, without a membership fee, and give you the opportunity to return the products within 30 days if you are not satisfied. We believe that our products are the best, and we build our foundation for the future on this belief.



“The company they created—Lifeplus—was destined to become a model for the Wave 4 Revolution. The idea was to tear down all the psychological barriers that made MLM such a hard sell for many people. First of all, there would be no charge for becoming a member. Nor was there any pressure to sell to friends and family.”

Richard Poe, Wave 4, Network Marketing in the 21st Century, Prima Publishing 1999, page 240.

Personal Growth and Relationships

Relationships are at the core of every facet of life that involves others. Family, friendships, community, causes, and business are all driven by relationships. Quality relationships enhance every corner of your life, but they do not happen without effort. Developing strong relationships requires energy and skills. Our sincere desire for you is that through your Lifeplus experience you will feel energized and better able to focus on others in such a way that you build deeper and more satisfying relationships.

The experiences you share with other like-minded individuals in Lifeplus through a variety of social activities, learning seminars, individual mentoring, and the information you access from the Lifeplus online training area will teach you basic skills that cross over into all the relationships in your life. Our business is founded on the premise of focusing on others to help them improve the quality of their lives. Kindness, honesty, and respect are core principles that strengthen relationships and are fundamentals in Lifeplus. You will be mentored in the ways to interact with people so that they enjoy working with you.

Lifeplus takes this to an advanced level through Lifeplus University Online. This is an entire personal and professional development curriculum, independent of your Lifeplus training, that will help you learn skills that will enhance every corner of your life. This is an exclusive feature of Lifeplus that is underwritten so that each Lifeplus member has access to world-class skill development programs at a nominal charge. This is the same level of instruction that corporations pay many thousands of dollars for in order to enhance the abilities of their employees. A portion of the proceeds from LPU Online goes directly to The Lifeplus Foundation, which supports important causes around the world.

How Does Referral Marketing Work?

Do you know what it takes for a product to end up on a store shelf? Retail sales often use a traditional distribution system. The product is sent from the manufacturer to a distributor that then passes it on to a wholesaler that sells it to a retailer, where it is finally put on a shelf for the end consumer to purchase. In direct sales and in classical network marketing, someone buys direct from the manufacturer and sells to the end consumer. This often requires an investment in warehousing and marketing of products.

Referral marketing works differently in that products go straight from the manufacturer to the end consumer. When you watch a great movie or eat at an excellent restaurant, you simply tell your friends about it and give them your recommendation. That is how referral marketing works!

Product Distribution Example



Standard of Living

The Lifeplus concept helps you enhance your standard of living twofold. As you are more energized and develop a higher personal skill level, you will naturally become more productive in your career whether your main career is with Lifeplus or not. We want you to succeed in everything that is important to you, and if you love your career, we want you to flourish in it.

The other aspect of increasing your standard of living is the income stream you will be developing through the Lifeplus concept. This stream is based purely on the movement of products from Lifeplus to consumers. You will learn how to grow a network of consumers. It will start with you building your personal customer base. Depending on your financial

goals, your abilities and your available time, this may be all you choose to do. Or if you have larger financial goals, you will want to find “associates” whom you support in building their own customer base by passing on your know-how and your knowledge about our products and their advantages.¹ And all this is possible while working from home.

Associates are people who join your business and whom you will teach and help to build a base of customers. Neither you nor your associates need to be experts in nutrition. There are many tools available should prospective customers need a deeper level of information. However, because of the products’ track record, value, and 30-day money-back guarantee, people are generally willing to try them.

Anyone Can Do It

Sales skills are not necessary, because the business is designed to take place through a simple transfer of stories and information. Being nice and honest and having a true desire to improve quality of life are the only things an individual needs to bring to the table in order to have the opportunity to succeed. You can count on the experience of your sponsor, or his or her sponsor, and draw on that person’s support. Each associate is personally trained and mentored in how to build up a consumer network and, through greater commitment, also build up an additional team of new associates, all within the framework of his or her personal interests.

There is no need to purchase or maintain inventory and there is



The four stable pillars that support your business

The Company

- Origins date back to 1936
- Humanity is the standard
- In-house production
- Advanced manufacturing technologies

The Products

- Consumable – affordable
- Fresh, high-quality ingredients
- Cold production process – helps retain potency of nutrients
- Unique, synergistic, high-quality formulations
- Exclusive, proprietary PhytoZyme® Base

The Market

- Mega market of the future: Wellness – Fitness – Anti-Aging
- Nutritional supplements – a growth market worth billions
- Participate in referral marketing – alternative method to creating income

The Compensation Plan

- Fair, balanced compensation plan that guarantees support
- Excellent growth opportunities in the middle levels
- Attractive depth bonus in the long-term Leadership Development Bonus
- Special bonus for early achievers

only one price for products whether you are a new customer or a high-ranking Diamond. The concept is designed to give each associate the incentive to help the associates he or she sponsors into the business to build up their own consumer networks and therefore help them to succeed. For it is only through each new associate's actual success that someone can expand his or her business beyond his or her own personal customer reach.

The compensation plan is fair and rewards associates at whatever level they are dedicated. It is a natural evolution from learning and growing a part-time income to eventually, if someone desires, reaching a full-time income. If you have a desire to reach for the stars and grow a large income, that is open to you as well, but it will take a higher level of dedication over time.

Teamwork, serving others, family, improving lives, and fun are core values in the Lifeplus concept and are the path to helping make lives better.



The Compensation Plan

For now, let's focus on the basics and start from the beginning. We will not attempt to explain all facets of the plan, just those essential to understanding how it generally operates.

First, Lifeplus is a global, seamless opportunity. What this means is that you can sponsor someone in California, for example, who can sponsor someone in Japan who can sponsor someone in the U.S. who can sponsor someone in Switzerland. It's important to understand that to facilitate this system, every product is assigned a certain number of International Points (IP). Qualifications and commissions are calculated worldwide in IP, which are then converted to local currency for commission payments.

The Compensation Plan consists of three main parts:

1. Referral Bonuses
2. Leadership Bonuses
3. Leadership Development Bonuses

Plus, a monthly pool consisting of 1 percent of company sales is shared among those who qualify each month.



Referral Bonuses

Referral Bonuses are very simple, and there are two types: direct and indirect. All the associates whom you personally sponsor are your direct referrals. Some of your direct referrals may be product consumers only, while some may wish to make referrals themselves. Either way, any month you fulfill your activity qualification, you will earn 25 percent of the total IP of your direct referrals. Another term for your group of direct referrals is simply your first level.

You actively support the less experienced and less successful associates in your first level if they want to sponsor a new team associate. This new associate has originated from an indirect referral thanks to your efforts—in this case we say that new associate is on your second level. You earn 10 percent of the total IP of your second-level associates – in other words, for actively supporting your associate in helping his or her new associate to choose the best possible product according to his or her needs and for informing him or her about the range of Lifeplus products.¹

Referral Bonuses		
Level	Bonus	Qualification
1	25%	40 IP PV
2	10%	40 IP PV
3	5%	40 IP PV + 3 Active* 1st Level Associates
*Active Associates are those with at least 40 IP PV (personal volume).		

When associates on your second level sponsor their direct referrals, we say that these new associates are on your third level. You earn 5 percent on the total IP of your third level. In order to earn a third-level referral bonus, there is the added qualification that you must have at least three active associates on your first level.

As a new associate, you will be most concerned with Referral Bonuses, as the Leadership and Leadership Development Bonuses are advanced bonuses that you can participate in as you build your team.

Exactly how they work is beyond the scope of this explanation, but the various achievement levels and commission percentages are detailed to the right.

Another important opportunity for the new associate is the monthly pool mentioned previously, which is called the Outstanding Service Reward Pool (OSRP). You can share in this pool any month you increase your number of personally sponsored active associates by three or more above your previous 12-month high, at which point you will receive one share for each additional associate. So, if you increase by three, you earn three shares; increase by five and you'll earn five shares.

Dynamic Compression

The Lifeplus compensation plan features Dynamic Compression. While it is not so important to understand all the nuances of Dynamic Compression, it is important to understand it is there, because it optimizes the performance and fairness of the plan for all active associates, and some plans in other companies do not feature it.

Basically it means that when someone does not make his or her qualifications, there is no benefit to the company because volume and bonuses are instead "compressed" upward to benefit those who have qualified.

Leadership Bonuses and Achievement Levels		
Achievement Level	Bonus	Qualification
Bronze 100 IP PV	3%	3 Active Legs 3,000 IP GV*
Silver 100 IP PV	6%	6 Active Legs 6,000 IP GV*
Gold 150 IP PV	9%	9 Active Legs 9,000 IP GV*
Diamond 150 IP PV	12%	12 Active Legs 15,000 IP GV*
*Group volume (GV) is the total of your personal volume (PV) plus the volume of your 1st three levels.		
Leadership Development Bonuses and Achievement Levels		
Achievement Level	Bonus	Qualification
1-Star Diamond 150 IP PV	3%	12 Active Legs 15,000 IP GV* 1 Diamond Leg 2 Bronze Legs
2-Star Diamond 150 IP PV	3%	12 Active Legs 20,000 IP GV* 2 Diamond Legs 1 Bronze Leg
3-Star Diamond 150 IP PV	2%	12 Active Legs 25,000 IP GV* 3 Diamond Legs

English US

With the Lifeplus concept you can

- be your own boss;
- decide on your commitment and therefore on the level of your income;
- decide when, where, and with whom you are going to work;
- decide what to wear for work;
- work in pleasant, familiar surroundings—in your own home;
- spend time with your family at any time; and
- become successful by helping others.

Make up your mind based on the benefits Lifeplus has to offer:

- No start-up costs and no annual renewal fee
- Well-established, professional business with a visionary management team
- Unique, high-quality consumer goods
- No-risk business expansion without investments
- International trade opportunities without additional qualifications or expenses
- No inventory requirements—no risk! (Orders are processed and shipped directly from Lifeplus International.)
- No direct selling, no paperwork
- Low monthly qualifying requirements
- Choice of full-time or part-time activity
- ASAP customers are entitled to a price advantage and have the products delivered at reduced rates (or free shipping)
- Customer service in multiple languages
- No special professional qualifications required
- Training by sponsors and experienced leaders/ training and support system
- Supportive online training tools to help facilitate growth
- 30-day money-back guarantee
- Free websites
- Recognitions and incentives



Independent Associate

†Note that no claims as to preventive, therapeutic, or curative properties about the products may be made except those officially approved in writing by Lifeplus in the official product literature.

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