

innov8tive
N U T R I T I O N

Innov8tive Rewards
Promoter Compensation Plan



Welcome

Innov8tive Promoter,

Innov8tive Nutrition is a network marketing company with exceptional products and a compensation plan designed to reward promoters who wish to share our products with others. We feel that if you have products that deliver results and a compensation plan that focuses on valuing people and rewards their hard work, this will be a company that people will want to be a part of.

We are EXCITED to have you as part of the family!

Mission Statement

To provide superior nutritional supplements for families along with a business plan that can lead to an income opportunity.

Vision Statement

Innov8tive Nutrition is a company founded by promoters for promoters. Our vision is that our promoters have a fair compensation plan that pays generously. Our focus is on being Innov8tive in all we do, from our technology driven system to a cutting edge product line redefining the nutritional industry as we know it. Innov8tive is excited to offer products that will impact our customers and their families with a better quality of life in health and wellness. We are committed to redefining the world of nutrition through this powerful home-based business.

Core Values

Customer Service: We strive to make every customer and promoter a "loyal customer for life" by providing extraordinary customer service that represents going "above and beyond," with quick and fair resolutions to each inquiry.

Quality & Value: We will strive to not only provide superior products, but to stay current and on the cutting edge of product development, trends and technology.

Inspire & Empower: We believe that the promoter is the heart of our company and as such we will work hard to inspire and empower each and every one to achieve their goals.

Teamwork & Family: At Innov8tive Nutrition, we realize the importance of the family culture. We respect input and value ideas and feedback from you. We want our team members to feel as though they are a voice in our company and believe that great ideas are the result of collaboration. Our commitment is to work as hard for you as you do for us!

Customers

Anyone can join Innov8tive Nutrition as a customer by purchasing a product.

Promoter

\$49.95 to become an Innov8tive Nutrition Promoter. Renews annually.

SmartShip Customers

Customers with a recurring order will achieve SmartShip Customer status and enjoy a 10% discount on their SmartShip orders!

* All products come with a 30-day money back guarantee

SmartShip Promoters

Promoters with a recurring order will achieve SmartShip status and receive **FREE** shipping on their SmartShip orders!

(All SmartShip orders will be shipped 1st Class Mail)



Glossary of Terms

Personal Retail Customer — Anyone who orders from your personal website or from your on-hand inventory.

Personal Volume (PV) — All of your volume and your Retail Customer Volume.

Retail Customer Volume — All volume generated by all Personal Retail Customers, including those on AutoShip/SmartShip.

Total Team Volume (TTV) — All volume generated by your entire organization, including your own volume.

Unallocated Volume — Volume that is not being allocated (used) for qualification purposes to achieve Silver Promoter Rank.

Leg or Line of Sponsorship — A leg is a line of Personal Sponsorship – meaning all of the people you Personally Sponsor and all of their personally sponsored people.

Achieved Rank — Highest achieved rank in a calendar month (based on TTV, locked in for 12 months).

Paid as Rank — Meeting all qualifications to be paid monthly commissions at a specific rank (TTV, active personal retail customers, PV, leg balance requirements).

Fast Start Bonus (Promoters) — A 25% bonus paid to the Sponsor on the new Promoter's first purchase.

Fast Start Bonus (Customers) — A 10% bonus paid to the Sponsor on all new Customer's first order.

Customer Loyalty Discount — As a reward for their loyalty, all Customers enjoy a 10% discount on all SmartShip orders.

Customer SmartShip Order — Allows customer to set up a monthly autoship rewarding them with a 10% customer loyalty discount.

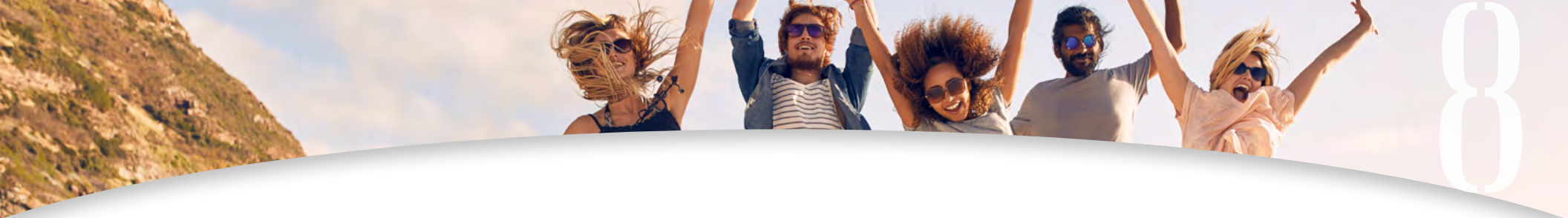
Promoter SmartShip Order — Allows promoters to set up monthly autoships with FREE shipping.

Profit Level Qualified Promoter — Highest profit percentage level (10% – 25%) achieved in calendar month.

Rank Qualified Promoter — Any promoter (Silver – Platinum elite) who achieves the specified TTV (Total Team Volume) requirements for each rank in a calendar month.

Compression — Up to 8 levels are counted and paid out to the Qualified Silver Rank promoters that are active and levels compress accordingly.

* A Silver rank qualified promoter and above that meet all required paid as rank qualifications will count as a level.



Fast Start Bonus on Promoter's first order:

- Fast Start Bonus pays to the sponsor. For all the new Promoters that you enroll, their first purchase will earn you a 25% Fast Start Bonus!

EXAMPLE: You enroll 5 new people and all of their initial orders total \$2500. You will earn a \$625 fast start bonus!

Fast Start Bonus on Customer's first order:

- Fast Start Bonus pays to the sponsor. For all the new Customers that you enroll, their first purchase will earn you a 10% Fast Start Bonus!

To Earn PERSONAL Profits:

- A Profit Level Qualified Promoter earns up to a 30% savings on their own personal purchases.
- A Promoter earns a savings on their own personal purchases as outlined below:

\$0 - \$500	= 0% Personal Profit (Promoter)
\$501 - \$1000	= 10% Personal Profit (Promoter 1)
\$1001 - \$1500	= 15% Personal Profit (Promoter 2)
\$1501 - \$2000	= 20% Personal Profit (Promoter 3)
\$2001 - \$4000	= 25% Personal Profit (Promoter 4)
\$4001+	= 30% Personal Profit (Silver Promoter)

*Any achieved rank is locked in for 12 months

To Earn RETAIL Profits:

- A Profit Level Qualified Promoter earns up to 30% Retail Profit on all Retail Customer sales.
- A Promoter earns Retail Profits on all Retail Customer sales, the amount of Retail Profit depends on their Profit Level.

To Earn WHOLESALE Profits:

- Wholesale Profit is earned by Promoters on their downline Promoters. A Profit Level Qualified Promoter or Promotor earns the difference between the Profit Level of their downline Promoters and their own Profit Level, if one exists.

EXAMPLE 1: Promoter B is at a 15% Profit Level and Promoter A is at a 30% Profit Level, Promoter A earns 15% on the product order of Promoter B.

EXAMPLE 2: Promoter B is at a 15% Profit Level and Promotor C (below B in line of Sponsorship) is at a 10% Profit Level, Promoter A is at a 30% Profit Level. Promoter A earns 15% on the product order of Promoter B and Promoter C combined. Promoter B earns 5% on Promoter C.

EXAMPLE 3: Promoter B is at 20% Profit Level and Promoter C (below B in the line of Sponsorship) is at 20% Profit Level, Promoter B will not earn any Wholesale Profits because they are at the same Profit Level.

4 ways to earn!

1. Retail Profits 2. Wholesale Profits 3. Downline Commissions 4. Bonuses

	Achieved Rank					Pay As Rank					
	Promoter	Promoter 1	Promoter 2	Promoter 3	Promoter 4	Promoter Silver	Promoter Silver Elite	Promoter Gold	Promoter Gold Elite	Promoter Platinum	Promoter Platinum Elite
Product Discount	0%	10%	15%	20%	25%	30%	30%	30%	30%	30%	30%
Product Commissions		10%	15%	20%	25%	30%	30%	30%	30%	30%	30%
Minimum Active Personal Retail Customers						2	4	6	8	10	12
Minimum PV - Personal Volume		100	100	100	100	100	150	200	250	300	400
Total Team Volume*						4,001	15,000	25,000	50,000	75,000	100,000
1						5%	5%	5%	5%	5%	5%
2						5%	5%	5%	5%	5%	5%
3						5%	5%	5%	5%	5%	5%
4							4%	4%	4%	4%	4%
5								4%	4%	4%	4%
6									4%	4%	4%
7										3%	3%
8											3%

*For Qualification purposes only, maximum volume counted per leg is 60% • Achieved ranks locked in for 12 months

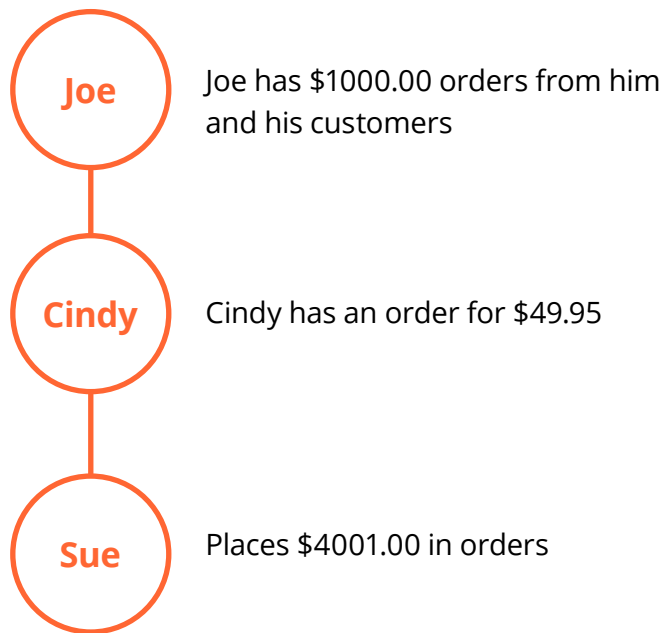
Methods to qualify to the achieved rank of Silver Promoter using unallocated volume

Example A

Sue qualifies on her \$4001.00 — which makes her a Silver rank qualified promoter.

Cindy doesn't have \$1000.00 so she doesn't qualify.

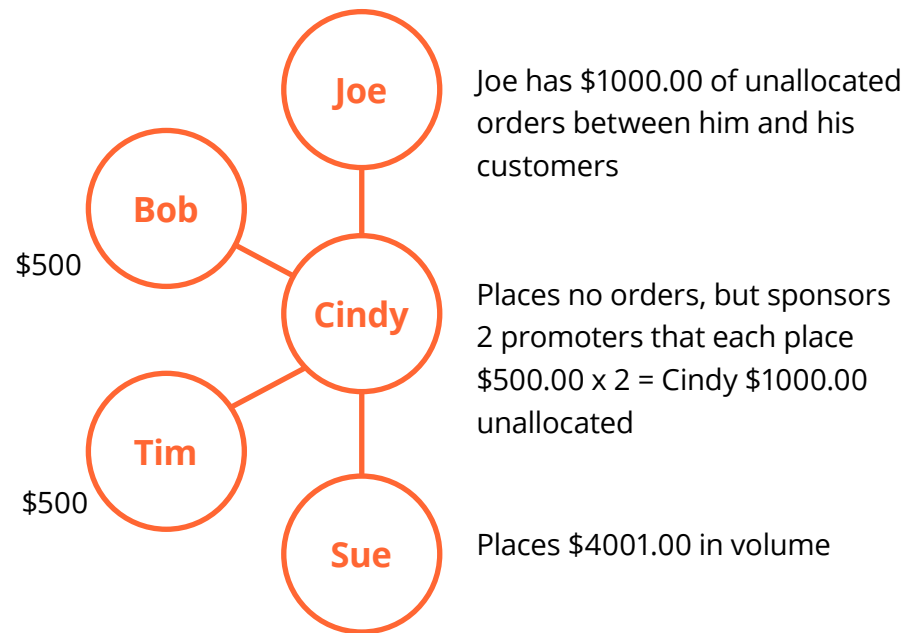
Joe has \$1000.00 unallocated so he qualifies w/Sue as a Silver rank qualified promoter.



Example B

Total between the 3 Qualifiers are Sue \$4001.00 — which makes her Silver rank qualified promoter.

Joe and Cindy both have \$1000.00 unallocated which qualifies them @ Silver rank qualified promoters.



Pay Cycles

\$ WEEKLY PAY — Retail Profit, Wholesale Profit and Fast Start Bonuses are paid weekly. Weekly pay is based on the highest rank of achievement during the weekly qualification period.

\$ MONTHLY PAY — Qualifications for Monthly Commissions are calculated on the calendar month. Monthly commissions are based on the Paid as Rank achievement during the monthly qualification period. Downline Commissions are paid monthly on the 15th of the month, following the close of business — which is the last day of the calendar month.

Rank Qualifications

A **RANK QUALIFIED PROMOTER SILVER** is a promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$4001+ ***

To earn downline commissions as a **RANK QUALIFIED PROMOTER SILVER** you must:

- 1)** Have a Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$4001+ ***
- 2)** Personal Volume (includes your volume, plus your Customers) = **\$100**
- 3)** Minimum Number of Active Personal Retail Customers Required = **2**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified PROMOTER Silver earns:

5% on Level 1 Promoter Volume

5% on Level 2 Promoter Volume

5% on Level 3 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

Rank Qualifications

A **RANK QUALIFIED PROMOTER SILVER ELITE** is a promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$15,000+ ***

To earn downline commissions as a **RANK QUALIFIED PROMOTER SILVER ELITE** you must:

- 1)** Have a Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$15,000+ ***
- 2)** Personal Volume (includes your volume, plus your Customers) = **\$150**
- 3)** Minimum Number of Active Personal Retail Customers Required = **4**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Silver Elite earns:

5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

A **RANK QUALIFIED PROMOTER GOLD** is a promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$25,000+ ***

To earn downline commissions as a **RANK QUALIFIED PROMOTER GOLD** you must:

- 1)** Have a Total Team Volume (includes your volume, as well as your Builders, Customers and Promoters) = **\$25,000 ***
- 2)** Personal Volume (includes your volume, plus your Customers) = **\$200**
- 3)** Minimum Number of Active Personal Retail Customers Required = **6**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Gold earns:

5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

Rank Qualifications

A **RANK QUALIFIED PROMOTER GOLD ELITE** is a promoter who has: Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$50,000+ ***

To earn downline commissions as a **RANK QUALIFIED PROMOTER GOLD ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$50,000 ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$250**
- 3) Minimum Number of Active Personal Retail Customers Required = **8**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Gold Elite earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

A **RANK QUALIFIED PROMOTER PLATINUM** is a promoter who has: Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$75,000+ ***

To earn downline commissions as a **RANK QUALIFIED PROMOTER PLATINUM** you must:

- 1) Have a Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$75,000 ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$300**
- 3) Minimum Number of Active Personal Retail Customers Required = **10**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Platinum earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume
3% on Level 7 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

Rank Qualifications

A **RANK QUALIFIED PROMOTER PLATINUM ELITE** is a promoter who has: Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$100,000+ ***

To earn downline commissions as a **RANK QUALIFIED PROMOTER PLATINUM ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$100,000+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$400**
- 3) Minimum Number of Active Personal Retail Customers Required = **12**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Platinum Elite earns:

5% on Level 1 Promoter Volume

5% on Level 2 Promoter Volume

5% on Level 3 Promoter Volume

4% on Level 4 Promoter Volume

4% on Level 5 Promoter Volume

4% on Level 6 Promoter Volume

3% on Level 7 Promoter Volume

3% on Level 8 Promoter Volume

! FAILURE TO RENEW — When a Promoter fails to renew their Promotorship (which is \$49.95 annually) within 32 days of expiration, they revert back to the highest Profit Level they have achieved within the previous 12 months and they must requalify as a Promoter again to achieve the 30% Profit Level and all Promoter benefits.

! 12-MONTH CLOCK EXPIRATION — When a Promoter's 12-month Personal Profit Clock expires, they revert back to the highest Profit Level they have achieved within the previous 12 months.

*For Qualification purposes only, maximum volume counted per leg is 60%

Promoter Tools

Find graphics, worksheets and shareable graphics on the [Innov8tiveNutrition.com](https://www.innov8tivenutrition.com) website!

Promoter Swag

Get business cards, and branded merchandise in our print-on-demand store:
<https://www.zazzle.com/store/innov8tivenutrition>

Ways to Get Paid

RP	Retail Profit
WP	Wholesale Profit
DC	Downline Commission
BP	Bonus Pool

