



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.

Whether you choose to work your new business full time or part time, you'll be rewarded for your effort.

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 financial freedom.

Vision Statement

Our vision it to help people live better and be better. Our goal is to be the #1 nutritional supplement company that has thousands of promoters making a 7- figure income annually. We are creating a culture where we believe in changing the health & wealth of everyone around us!

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.

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

Promoter

\$49.95 to become an Innov8tive Nutrition Promoter.

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.

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.

"Qualified at Rank" Legs — a “qualified at rank leg” is a line of Sponsorship that meets the rank requirements to be PAID AS that specific rank. For example, to meet the qualifications to be PAID AS an Executive Builder, you must have 3 Rank Qualified Active Builders in 3 different lines of sponsorship (legs) in your downline on levels 1 thru 5. So, that’s 3 Builders who are PAID AS BUILDERS for that month. This is different from having a title at a specific rank.

Paid as Rank — meeting all qualifications to be paid monthly commissions at a specific rank.

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

Compression — For the sake of calculating downline commissions, Compression occurs when someone has zero dollars in Personal Volume in any given month. Their volume rolls up level by level, to the next RANK QUALIFIED BUILDER in the line of Sponsorship.

Examples:

- A Profit Level Qualified Builder with **no volume** will compress for Downline Commission payout.
- A Profit Level Qualified Builder **with volume** would count as a level for Downline Commission purposes.

To Earn PERSONAL Profits:

- A Profit Level Qualified Builder earns a 40% savings on their own personal purchases.
- A Promoter earns a savings on their own personal purchases as outlined below:

\$0 - \$500	= 20% Personal Profit (Promoter)
\$501 - \$1000	= 25% Personal Profit (Promoter 1)
\$1001 - \$1500	= 30% Personal Profit (Promoter 2)
\$1501 - \$2000	= 35% Personal Profit (Promoter 3)
\$2001+	= 40% Personal Profit (Builder)

To Earn RETAIL Profits:

- A Profit Level Qualified Builder earns 40% 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 Builders and Promoters on their downline Promoters. A Profit Level Qualified Builder 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 25% Profit Level and Builder A is at a 40% Profit Level, Builder A earns 15% on the product order of Promoter B.

EXAMPLE 2: Promoter B is at a 25% Profit Level and Promotor C (below B in line of Sponsorship) is at a 20% Profit Level, Builder A is at a 40% Profit Level. Builder A earns 15% on the product order of Promoter B and Promoter C combined since neither one of them are Builders. Promoter B earns 5% on Promoter C.

EXAMPLE 3: Promoter B is at 30% Profit Level and Promoter C (below B in the line of Sponsorship) is at 30% Profit Level, Promoter B will not earn any Wholesale Profits because they are at the same Profit Level.

6 ways to make money

- 1. Retail Profits
- 2. Wholesale Profits
- 3. Downline Commissions
- 4. Luxury Car Bonus
- 5. Go Elite \$500 Bonus
- 6. Elite Leader Bonus

	Promoter	Promoter1	Promoter2	Promoter3	Builder	Elite Builder	Executive Builder	Senior Executive Leader	Presidential Leader
Product Discount	20	25	30	35	40	40	40	40	40
Product Commissions	0-20%	0-25%	0-30%	0-35%	0-40%	0-40%	0-40%	0-40%	0-40%
Unique Qualified at Rank Legs						3 Active Builders	3 Rank Qualified Active Builders in 3 Separate Legs	3 Rank Qualified Elite Builders in 3 Separate Legs	3 Rank Qualified Executive Builders in 3 Separate Legs
Number of Active Personal Customer or Promoter Orders					2	4	6	8	10
1					5%	5%	5%	5%	5%
2					5%	5%	5%	5%	5%
3					5%	5%	5%	5%	5%
4						4%	4%	4%	4%
5							4%	4%	4%
6								4%	4%
7									3%
8									3%

To Earn a Monthly Luxury Car Bonus

1. You must earn **\$4,000 or more** in Downline Commissions for the month.
2. You must qualify as an **Executive Builder (or higher)** during the month.

The \$500 Monthly Luxury Car Bonus is paid with the Monthly Payout.



Go Elite 500 Bonus

We've found that the pace you set for yourself when you start your own business very often predicts your future success. So, in addition to all of the other bonuses, profits and commissions, we want to offer you an added incentive for getting started quickly! If you achieve the PAID AS rank of ELITE BUILDER within **30 days** of your enrollment, we will pay you a one-time **\$500** bonus! That's \$500 we pay YOU for building YOUR OWN BUSINESS!

Elite Leader Bonus

As a reward for your mentorship in helping someone get started, if you Sponsor a promoter who achieves the PAID AS Rank of Elite Builder within 30 days of their Enrollment with Innov8tive Nutrition, we will pay you a **\$100** Elite Leader Bonus. You can earn this bonus as many times as you would like just by helping other people get started right!

Pay Cycles

\$ WEEKLY PAY — Retail Profit and Wholesale Profit 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 highest rank of 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.

Builder Definitions

A **RANK QUALIFIED BUILDER** is a Builder who has:

- 1) Total Team Volume** (includes your volume, Customers, Promoters and Builders) = **\$2000+**
- 2) Personal Volume** (includes your volume, plus your Customers) = **\$100**
- 3) Minimum Number of Active Personal Customers Required to be PAID AS a Builder = 2**

A **PROFIT LEVEL QUALIFIED BUILDER** is a Builder who has:

Personal Volume (includes your volume, plus your Customers and Promoters) = **\$2000** at least once during the previous 12 months.

EXAMPLE 1: Builder A earns a 40% Profit Level in June but they don't place an order in July or August, they would still earn a 40% Profit on all personal purchases in September and for every month thereafter until one of the following occurs:

(1) They meet all the PROFIT LEVEL QUALIFIED BUILDER requirements, in which case, their Profit Clock would reset and they would be a Profit Level Qualified Builder for the next 12 months.

OR

(2) Their 12-month Profit Clock expires, in which case, they would roll back to the highest Profit Level they have achieved within the previous 12 months.

An **ACTIVE BUILDER** is a PROFIT LEVEL QUALIFIED BUILDER who has **\$100** in Personal Volume. ACTIVE BUILDERS are needed to meet Rank Qualifications for ELITE BUILDER.

Rank Qualifications

A **RANK QUALIFIED BUILDER** is a Builder who has:

- 1) Total Team Volume** (includes your volume, as well as your Builders, Customers and Promoters) = **\$2000+**
- 2) Personal Volume** (includes your volume, plus your Customers) = **\$100**
- 3) Minimum Number of Active Personal Customers Required to be PAID AS a Builder = 2**

TO EARN DOWNLINE COMMISSIONS (formerly called Royalties):

A Rank Qualified Builder earns:

5% on Level 1 Builder Volume

5% on Level 2 Builder Volume

5% on Level 3 Builder Volume

Rank Qualifications

A **RANK QUALIFIED ELITE BUILDER** is a Builder who has:

- 1)** Total Team Volume (includes your volume, as well as your Builders, Customers and Promoters) = **\$4000+**
- 2)** Personal Volume (includes your volume, plus your Customers) = **\$150**
- 3)** Minimum Number of Active Personal Customers Required to be PAID AS an ELITE Builder = **4**
- 4)** **3 Active Builders (100PV)** in 3 different lines of sponsorship in your downline on levels 1 thru 4.

TO EARN DOWNLINE COMMISSIONS (formerly called Royalties):

A Rank Qualified Elite Builder earns:
5% on Level 1 Builder Volume
5% on Level 2 Builder Volume
5% on Level 3 Builder Volume
4% on Level 4 Builder Volume

A **RANK QUALIFIED EXECUTIVE BUILDER** is an Elite Builder who has:

- 1)** Total Team Volume (includes your volume, as well as your Builders, Customers and Promoters) = **\$15,000**
- 2)** Personal Volume (includes your volume, plus your Customers) = **\$200**
- 3)** Minimum Number of Active Personal Customers Required to be PAID AS an EXECUTIVE Builder = **6**
- 4)** **3 Rank Qualified Active Builders** in 3 different lines of sponsorship in your downline on levels 1 thru 5.

TO EARN DOWNLINE COMMISSIONS (formerly called Royalties):

A Rank Qualified Executive Builder earns:
5% on Level 1 Builder Volume
5% on Level 2 Builder Volume
5% on Level 3 Builder Volume
4% on Level 4 Builder Volume
4% on Level 5 Builder Volume

Rank Qualifications

A **RANK QUALIFIED SENIOR EXECUTIVE LEADER** is an EXECUTIVE Builder who has:

- 1)** Total Team Volume (includes your volume, as well as your Builders, Customers and Promoters) = **\$40,000**
- 2)** Personal Volume (includes your volume, plus your Customers) = **\$250**
- 3)** Minimum Number of Active Personal Customers Required to be PAID AS a SENIOR EXECUTIVE LEADER = **8**
- 4)** 3 Rank Qualified Elite Builders in 3 different lines of sponsorship in your downline on levels 1 thru 6

TO EARN DOWNLINE COMMISSIONS (formerly called Royalties):

A Rank Qualified Executive Leader earns:

5% on Level 1 Builder Volume

5% on Level 2 Builder Volume

5% on Level 3 Builder Volume

4% on Level 4 Builder Volume

4% on Level 5 Builder Volume

4% on Level 6 Builder Volume

Rank Qualifications

A **RANK QUALIFIED PRESIDENTIAL LEADER** is a SENIOR EXECUTIVE Builder who has:

- 1) Total Team Volume (includes your volume, as well as your Builders, Customers and Promoters) = **\$100,000+**
- 2) Personal Volume (includes your volume, plus your Customers) = **\$300**
- 3) Minimum Number of Active Personal Customers Required to be PAID AS a PRESIDENTIAL LEADER = **10**
- 4) 3 Rank Qualified Executive Builders in 3 different lines of sponsorship in your downline on levels 1 thru 8

TO EARN DOWNLINE COMMISSIONS (formerly called Royalties):

A Rank Qualified Presidential Leader earns:
5% on Level 1 Builder Volume
5% on Level 2 Builder Volume
5% on Level 3 Builder Volume
4% on Level 4 Builder Volume
4% on Level 5 Builder Volume
4% on Level 6 Builder Volume
3% on Level 7 Builder Volume
3% on Level 8 Builder Volume

For **ELITE BUILDER and ABOVE**, once you earn a rank, you keep the title, but will be paid DOWNLINE COMMISSIONS at the level for which you qualify each month.

! FAILURE TO RENEW — When a Builder 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 Builder again to achieve the 40% Profit Level and all Builder benefits.

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