



Lifeplus®

Lifeplus and You

Make a difference with us

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The Company

“Company.” That’s what we are, but really, to us that’s just a word.

We’re more like a network of energized people, with a shared commitment to a simple ideal: helping people to feel good.

In a world where just getting through the daily routine can be a challenge, we take pride in helping people to find new opportunities and ideas, empowering them to move forward in new and positive ways.

Thousands of people in countries around the world have experienced a positive change through Lifeplus, either through enjoying our high-quality nutritional products, or embracing the opportunity to start their own business.

Our wide range of products are tailored to work in synergy with each other and work for you. Our ordering process is simple and transparent – everyone who orders pays the same price and all orders are shipped directly from Lifeplus to the customer. For those who decide to explore home business opportunities with us,

there are no start-up costs, no annual renewal fee and no need to stock product inventory.

We are proud that those who know our products are enthusiastic about them. Their enthusiasm is the best recommendation for our products and is invaluable to us. This is a true referral business from which you profit in every regard and which you can try out and start without any financial risk.

We’ve built a reputation for transforming lives over the past 20 years.

Our success is based on making it easier for people to recognize their potential – and then, with our support, achieve it!

You determine how much time and effort you spend on Lifeplus.



Wellness

Lifepus is committed to provide premium quality products to support optimal wellness and energy levels.

It's hard to be your best if you don't feel your best. Our commitment is to making products that truly support you, sensitively manufactured to preserve the maximum nutritional benefits. We provide you with information on our expansive product range, and encourage you to purchase only those products that you're interested in buying. There's no stockpiling of products unsuited to you, no hidden membership fees and our 30-day return policy means you can return anything you're not satisfied with.

We believe our products are second to none and we build our foundation for the future on this belief.

What makes Lifepus products special?

- Our passion and commitment to quality
- We are open and transparent about our formulations
- No artificial colors, flavors, fragrances or preservatives
- Our products and ingredients are uniquely designed to complement one another, featuring ingredients designed to work in synergy with each other – resulting in more effective combinations
- Sustainable practices are a priority in every aspect of our business



Personal Growth and Relationships

Relationships are at the core of every facet of life. Family, friendships, community, causes and business are all driven by relationships.

Once you've taken those first steps and discovered the advantages of Lifeplus for yourself, you'll likely find yourself wishing to share your experience with others.

Our business is founded on the premise of focusing on others to help them do better in life. Kindness, honesty, authenticity and respect are core principles that strengthen relationships and are values we hold dear at Lifeplus.

Through a variety of social activities, learning seminars and individual mentoring, you'll learn and share information with other like-minded individuals in Lifeplus. As time goes on, it's likely that you'll be able to share this among many relationships in your life. As you do so, you can rely on us for support.

Strong and positive relationships are core to our business – so we aim to guide you in developing your own natural skills and drive, helping you build friendly and effective connections, while growing your own confidence.

Friendly support to develop the skills you already have. It really is that simple.





So What Is Referral Marketing?

Referral marketing works differently in that products go straight from the manufacturer to the end consumer.

When you read a good book or discover a great new restaurant, you simply tell your friends about it and give them your recommendation. That is how referral marketing works!

- No start-up capital needed
 - No inventory requirements
 - No unit sales or door-to-door selling
- ✓ **Simply approach others and share your experiences**
- ✓ **Do as much or as little as you are comfortable with**



In many direct sales models, there can be a few stages before the product gets to the customer. With Lifeplus, we ship the product straight from our warehouse to the end user, reducing costs and ensuring the best possible price for our customers.

Our Compensation Plan

How it Works

Our rewards structure is fair and designed to benefit partners equally across all levels.

It is a natural evolution from learning and growing a part-time income to eventually, if someone desires, reaching a full-time income. Our plan allows you to start and grow your business at your own pace. You can choose to develop a supplementary, part-time income or you may wish to work towards the eventual goal of reaching a full-time income. The best part? You can do all of this while working from home!

Our plan is in depth and flexible, and importantly the more you help others to succeed, the greater the rewards you will potentially receive. Our friendly customer service team at Lifeplus or your sponsor – the person who introduced you to the business – will be able to talk to you about it in detail, but let's have a look at the basics here.

The plan breaks down into three main parts:

- ✓ Referral Bonuses
- ✓ Leadership Bonuses*
- ✓ Leadership Development Bonuses*

These bonuses are worked out using International Points (IP) – but what are these, and how do they work?

*Leadership Bonuses and Leadership Development Bonuses are options that follow on from referral bonuses as your team grows. Please see table on page 11 and refer to your upline sponsor or the Lifeplus website for more details.



International Points

Bonus payments are based on the Lifeplus products that both you and the people you sponsor order. Lifeplus is a global business – you can sponsor someone in the United States, who in turn sponsors someone in Japan, who then goes on to sponsor someone in Germany.

For this reason we don't calculate bonus based on national currencies. In order to ensure that all our global partners can receive a universally fair bonus we have our own system, called International Points (IP).

Every product has both a sales price and an IP value. The sales price is what you pay when you purchase our products and the IP of each adds up to provide you with an IP total. Think of it as Lifeplus currency!

We then use this to determine your bonus, which is converted to standard currency and paid to you, and also the level you have reached in the Compensation Plan.

This is all automatically worked out for you and we will send you your referral bonus check and monthly statement.

So let's have a look at this in action.

Remember: Do not be misled by claims that high earnings are easily achieved.

Referral Bonuses – How They Work

Lets look at the referral bonuses in more detail.

The initial criteria for qualifying for bonus payments is called your Personal Volume (PV). If within a calendar month you are active in purchasing Lifeplus products, you then begin to qualify for referral bonuses, of which there are two kinds.

All of the partners whom you personally sponsor are your *direct* referrals, otherwise known as your first level.

If you have met the previous qualifying criteria (40 IP), you will then qualify in a given month for 25% of the total IP value of your direct referrals, regardless of whether they are purely product users or become referral partners themselves.



So who are your *indirect* referrals? These are the people who, after speaking with your direct referrals, have also decided to become Lifeplus customers – or even partners. They represent your second level.

For every calendar month you qualify you can earn 10% on the total IP of your second level partners. This second level bonus recognizes your active support of your second level.

It naturally follows then that the third level is the direct referrals of your second level. You will receive 5% of the total IP of this level for each calendar month you qualify, with one extra criterion: you must have 3 active legs. An active leg is someone who is also ordering Lifeplus product to the minimum PV of 40 IP in a given month.

Leadership Bonus

The great thing about our Compensation Plan is that the more you choose to put in, the more potential for you to develop into a leadership position. When your partners start building their own businesses, the ongoing connections create what we call your “downline” – the network that develops under your guidance. You can potentially find yourself guiding and supporting more and more people in building their own business.

In recognition of this increased responsibility, Lifeplus rewards qualifying partners with Leadership Bonuses.

Leadership Bonuses and Achievement Levels

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 first three levels.

Leadership bonuses introduce two important new qualifying measures, designed to reflect your growing network and scale potential rewards appropriately.

- Active Legs – When a direct referral of yours decides to order Lifeplus products, we call that one of your ‘legs.’ If you have five direct referrals who do this, you have five legs, and so on. For a leg to be “active,” there must be at least one partner within it ordering Lifeplus products to a value of 40 IP or more. You need at least three legs to be active to qualify for the first leadership bonus – Bronze.
- Group Volume – similar in principle to Personal Volume, this is the total of your personal volume combined with the total IP volume of your first three levels. GV targets start at 3,000 for Bronze.

If you have decided to invest the necessary time and effort into developing your business to this level, this means you can start to earn additional leadership bonuses from 3% of the IP of each partner from your fourth level down.

Dynamic Compression

If there are members of your downline who do not qualify in a given month, the bonuses of those qualifying below them are ‘compressed’ up from the next active partner, ensuring you still earn bonuses. Ask your sponsor for details.

Monthly Pool Bonus

There is a monthly pool consisting of 1 percent of company sales. This is shared among partners who sponsor three or more new partners in one calendar month, while supporting their existing partners in remaining active. So if you have three active partners, and sponsor a further three the next month, as long as your original three partners keep ordering you will qualify!

The Basics – Order Information

Placing an Order

Orders can be placed in any one of the following ways; choose the one most convenient to you. Order forms are available in your initial Welcome Pack, on Lifeplus Price Lists and downloadable from our website.

- By telephone using our toll-free number. Our advisors are always ready to help.
- Via fax: you can fill out and fax your order form to (800) 959-2777 or (870) 698-2379.
- Order securely online on our website www.lifeplus.com.
- Or by mail: you can send a completed order form to us at Lifeplus, P.O. Box 3749, Batesville, Arkansas 72503.

PIN – Your Customer Number

Your sponsor will explain this term to you in full detail, but in summary, when you place your first order with Lifeplus you will do so by providing your sponsor's PIN. Then in turn you will be given a PIN of your own, which you will quote when making all subsequent orders – and in turn,

anyone you sponsor will quote this number when they decide to place their first order.

You may wonder why you need to use a number each time, but it's really quite simple – we use PINs to make sure that you receive the correct amount of bonus each month, as well as make sure we have the correct details for all your orders. If you'd like to know more about PINs and how we use them, just ask your sponsor, or get in touch with us at Lifeplus.

Payment Methods

We accept payments by electronic check, personal check, money order, cashier check. We also accept the following credit cards: Mastercard, Visa, American Express, JCB and Discover.

Delivery of Your Order

Orders can be delivered to your home address or to another address (e.g. your place of work) so that someone is there to receive your order. We aim to deliver your order to you within 5 – 7 working days. On occasion, this may take longer due to regional postal services.

Automatic Shipment Advantage Program (ASAP)

At Lifeplus we like to make things simple and make sure things work. Once you decide on a regular selection of Lifeplus products, you don't want to have to fill out your order every month – and you also want to make sure your orders are processed in a timely fashion so they count towards your monthly bonus qualifications. That's why we offer the opportunity for you to place a regular repeat order of your favorite products on a monthly basis in our ASAP system.

Your orders will be processed and dispatched automatically each month – and there are also potential price advantages from ordering in this way. Please refer to your price list, or talk with your sponsor for more details.



Order Cancellation

You may choose to cancel your order at any time after the receipt of your products. Simply get in touch with our friendly team and they will arrange the cancellation.

Product Returns

You can return any products within 30 days and either exchange for alternative products or receive a full refund if you are in any way unhappy with the product. Please contact the Lifeplus office prior to returning any item so that we can work out the best solution for you.

Return address for parcels:

Lifeplus
45 Shirrell Lane
Batesville, Arkansas 72501
USA





Starting Your Business

Welcome to the Lifeplus Concept:

A new sense of well-being and the opportunity to develop your lifestyle simply by sharing your experiences.

Once you have experienced the benefits of Lifeplus for yourself, you have the chance to touch the lives of others, simply by sharing your own story. In doing so, you will be rewarded in a number of ways and, most importantly, you will be giving like-minded people the same opportunity.

Lifestyle Choices

Our well-being and how we feel, is something that we're always thinking or talking about.

This makes the Lifeplus concept flexible by design. Lifeplus products contain the vitamins and minerals that help support the body day to day. There's always a natural opportunity to introduce or discuss Lifeplus within a wide variety of lifestyles, using an approach that suits you.

By engaging in natural discussion with others about how Lifeplus can help improve well-being, it's possible to start building the foundations of a business where your standard of life improves as you meet new, like-minded people. Forging positive social connections is known to increase happiness and motivation in life, and that's a key aspect to working with Lifeplus.

Another aspect of influencing your standard of living is the additional income stream you can develop through the Lifeplus business model. You can start to build some

Top Tip

Write down how much time you are able to put aside each week for Lifeplus. This will help you to find a happy medium and stick to it.

supplemental income quite quickly, simply by sharing your enthusiasm for our products with a select few people. Depending on your financial goals and your available time, this may be all you choose to do.

Yet should you wish to invest more time and effort, you can open the door to greater financial rewards. You'll find partners within your network and help them build their own customer base too. As long as you invest the time and effort, the potential for your team to expand and for you to enjoy greater financial rewards will grow!

Anyone Can Do It

Sales skills are not necessary, your enthusiasm is what counts most.

Our business model is simple and fair; we don't believe in the pressure of the "hard sell." You just share and provide information about the positive experience you've had with our products. You are always able to draw on the support and knowledge of your sponsor as you build your business.

We believe in people helping people, and our concept gives you the incentive to help the people you sponsor into the business to build up networks of their own, in turn helping them to succeed. Through each new partner's success, you can expand your business beyond your own personal customer reach, simply by sharing information and having conversations – no sales skills required!



Top Tip

In a planner or calendar jot down when you might wish to do things. Setting time aside means you should not run out of time!

The Company

- Origins date back to 1936
- Our core focus is helping others to feel good
- In-house production
- Advanced manufacturing technologies
- We put people first

The Products

- Everyday essentials
- Premium quality
- Unique and synergistic formulations
- Exclusive, proprietary PhytoZyme® Base



The four pillars
that support
your business



The Market

- Wellness – Fitness – Anti-Aging
- Nutritional supplements – a growing market
- Referral marketing – a flexible business model

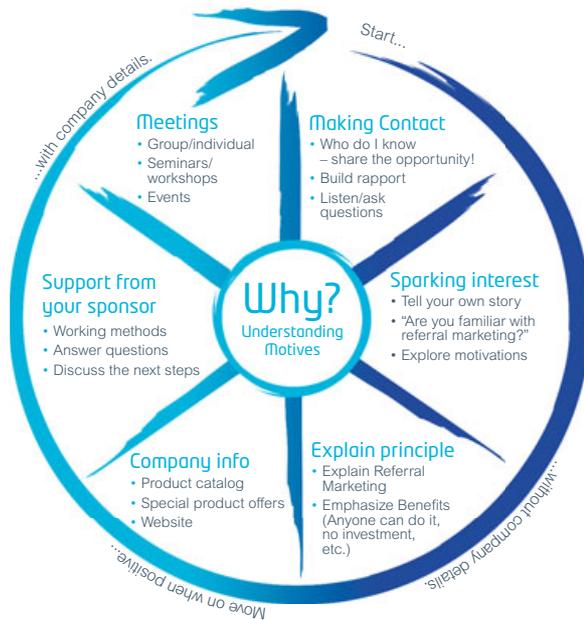
The Benefits

- Fair and balanced rewards plan
- Excellent growth opportunities across all levels
- Bonus plans targeted at supporting you along the way
- Special bonus for early achievers

Where Do I Begin?

Training Wheel

This simple wheel should give you an idea of a few first steps you can take as you look to make your start, including who you might get in touch with, how to start the key conversations and some practical ways to potentially develop a contact into a positive business connection.



Making Contact

- Start by building a list of who you know – think about who might be interested in the opportunity.
- Also think about other places that you might meet people who'd be interested – the gym, sports clubs – even where you work. Don't be afraid to leave your comfort zone!
- Always be warm and friendly – never “pushy!” You'll enjoy it more!

Sparking Interest

- Dialog is the key. Tell your own story, how you've found a great solution for you.
- Listening is just as important. Ask questions, and show interest; explore what motivates the people you speak with.
- Identify Referral Marketing as an opportunity that helped you achieve your own goals.

Explain Principle

- Use a clear visual tool like the diagram on page 7 to explain referral marketing.
- Take a moment to emphasize the benefits; the low risk, the flexibility, the great potential rewards – how it fits into anyone's life.
- The goods come straight from the manufacturer – a direct relationship, where everyone enjoys the same price.

“The Second Half”

At this stage in your conversation, you may feel confident that the other party is positive and engaged enough for you to give more details – this is a good time to start talking about Lifeplus specifically.

You may feel the other party is not interested enough to proceed from here; or you may ask the question specifically to find out. If they are not, you can conclude the conversation for now, thank them for their time and make a note in your files – you can always try them again later to see if they might be interested.



Company Information

- Use company materials, such as the catalog to give an overview.
- You can guide the other party through the Lifeplus website to highlight products and more general information.
- You can showcase other media too, such as our videos online, or our *Art of Growing Young* magazine.



Where are you going? Always have in mind what you wish to achieve. Write it down and then break it down into small steps towards that final goal.

Support From Your Sponsor

- Your sponsor is a great source of advice – they will work through some initial training with you and help you set those first goals.
- Discuss working methods, and don't be afraid to ask questions.
- Keep in touch – share your progress and talk about how you think you're doing.



Meetings

- Plan some meetings for the future – either individual or team-based within your network, depending on what you feel comfortable with.
- Look at attending events, either within the Lifeplus community, or relevant to our business.
- Seminars and workshops are also useful, often providing insight and the chance to network with like-minded people.

Of course, this is really just a summary to help you get started – your sponsor will be a great support to you as you start on the exciting journey of developing your very own home business!

Growing Your Lifeplus World!

A good way to see your business grow is to set up a pattern.

Something simple but consistent. For example, aim to talk to three new people weekly or biweekly (remember to set the pattern to suit you!) Or share three Lifeplus product catalogs and then follow up with three previous contacts. This is just a simple 3+3+3 method which is easy to repeat as you get started.

3 + 3 + 3

Without any great effort you have a workable business model which keeps you proactive and should help your network to grow.

Top
Tip

If over time you feel it's not working and you don't seem to be going anywhere, look again at what you want to achieve. You can always reset your goals! They're yours after all!



Tips for Communication

- Be candid, sincere and genuine.
- Don't make health claims or income promises.
- Do keep it simple!
- It's a good idea to note down the key points from any conversations or meetings you have.
 - Who did you speak to and when?
 - What did you decide to do to follow up, if at all?
 - What did you talk about?
- We all think we'll remember conversations – then when the time comes it eludes us! Your notes don't have to be detailed, just enough information to jog your memory and to make sense to you!



Note down your key reference numbers and keep them in a handy place

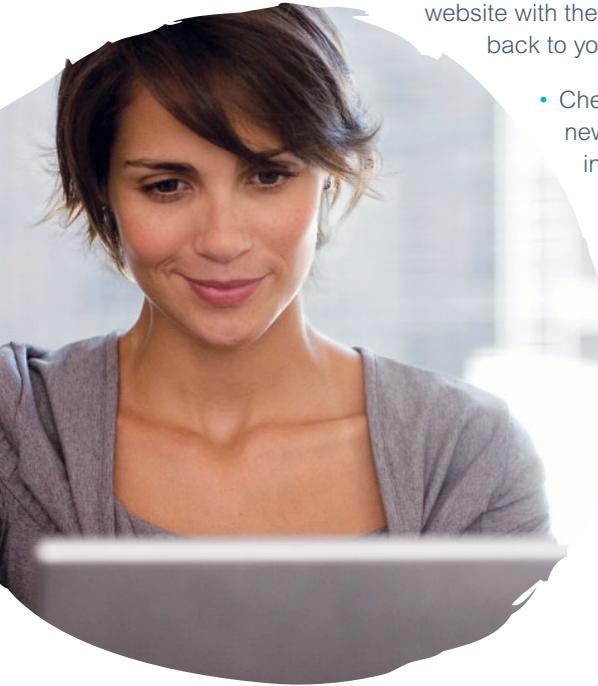
- These include your Lifeplus PIN and password
- Your immediate sponsor's telephone number and email
- The Lifeplus contact center number and email
- Your own contact number (so you have it ready should people ask you for it!)

Managing Information

- Have your own Lifeplus address book
 - here you can keep the contact details of all the people you have shared Lifeplus with, whether they be friends, relatives, colleagues or acquaintances.
- Even if you are not the most organized of people, just making simple lists and notes will help you not only keep track but also to guide you to your next steps and actions.
- Keep your lists and notes up-to-date.
- Make yourself accessible!
- Just as you may have questions, queries and want to know more, so might the people you talk to. It's always a good idea to have a phone or email where people can leave messages which you can easily access to allow you to respond within a reasonable amount of time.

Supporting you all the way

- Not sure how to explain referral marketing? Use the diagram shown earlier on in this booklet. It's a simple but clear and visual approach. (See page 7)
- Did you know you can personalize the Lifeplus website? Ask your sponsor to show you how. That way every time you tell someone about Lifeplus and share the website with them, they have a link back to you...
 - Check out the Lifeplus newsletters online for extra information. And remember to take a peek at previous copies of our magazine, *The Art of Growing Young*. These are chock-full of information and advice. All can be found in the press archive section of the Lifeplus website.
- Did you know that you can download any of the forms in your pack from the Lifeplus website? So if you run out or simply misplace a form, you can go to our website and download your required form.
- We also offer the possibility to come and visit us at the International headquarters in Batesville, Arkansas, USA. We invite you to come and see the facilities and meet the people behind your business. To find out more about this opportunity just call or email our customer service center.
- Share your ideas, thoughts and suggestions with us at lp.news@lifeplus.com. We are always happy to hear from you.



Advantages of Lifeplus to share with your friends

1. No start-up costs and no annual renewal fee
2. Well-established professional business with a visionary management team
3. Unique, high-quality consumer goods
4. International trade opportunities without additional expenses
5. No inventory requirements – no risk!
(Orders are processed and shipped directly from Lifeplus International)
6. Low monthly qualifying requirements
7. Choice of full-time or part-time activity
8. ASAP customers are entitled to a price advantage and have the products delivered at reduced rates (or free shipping)
9. Customer service in multiple languages
10. No professional qualifications needed
11. Training by sponsors and experienced leaders
12. Efficient tools to facilitate business growth
13. 30-day money back guarantee on products
14. Free personalized website
15. Recognition and incentives

Independent Associate

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Note that no claims as to preventative, 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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