



# The Shaklee Dream Plan: How It Works



### How You Make Money in Shaklee— Your Nine Income Streams\*

#### 1. GOLD Bonuses\*\*

This is one of the first ways you can earn money in Shaklee. For **each** SUPER GOLD PAK or GOLD PLUS PAK you **personally** sell, you earn a **\$100 GOLD Bonus**. For **each** GOLD PAK you personally sell, you earn a **\$50 GOLD Bonus**. This bonus is paid for your sale of the products included in the selected GOLD PAK.

#### 2. Power Bonuses

Next, you are eligible to **earn points** toward Power Bonuses each time you **personally** sponsor someone into your Shaklee group with a specified product purchase level in the month you sponsor and in your first three full months that follow. Each and every time you accrue **15 sponsoring points** during your eligibility period, you earn a **\$150 Power Bonus**. You also get a new three-month eligibility period for Power Bonuses EACH time you increase in Business Leader rank.

#### 3. Price Differential

This is the **retail profit** that you make on product sales. You buy the product at one price and you sell it at another and **you make the difference**.

#### 4. Personal Group Bonuses

When you and all the people in your Personal Group, including customers, generate a certain volume of product sales each month, you earn a **monthly bonus on the sale of these products**.

\*For information on global sponsoring, visit MyShaklee.com, select MyShaklee tab, and click on "Shaklee Global."

\*\*You must be a Gold Ambassador to earn, GOLD, *FastTRACK*, and International Bonuses. You become a Gold Ambassador by purchasing one of the GOLD PAKs.

## 5. *FastTRACK* Bonuses\*

Next, you can earn extra bonuses and rewards by reaching certain Business Leader ranks in a specified *FastTRACK* time frame, starting with Director. This is a lucrative program that can help you earn up to **\$34,000 in a 15-month period**. Factoring in other income sources, those who achieve all *FastTRACK* bonuses can earn in total **up to \$100,000** in a 15-month period, plus qualify to attend four trips! And there's more! You also have the opportunity to earn **an additional \$50,000**, independent of other income sources, for taking *FastTRACK* to the Key and Master Coordinator ranks within specified time frames. It's truly a FAST TRACK!

## 6. Incentives

Similar to the Power Bonus point system, you can earn points in our Simple Points Program toward **exotic luxury trips** and **fabulous rewards** sponsored by Shaklee **each year**.

## 7. Car Bonuses

Reach 3000 Personal Group Volume and personally promote a new First Generation Director, and you can begin to qualify to earn a **monthly car bonus** toward a new car **for up to three years**. The monthly car bonus payment you can earn increases when you climb the ranks in Shaklee.

## 8. Leadership Bonuses

Once you reach the level of Director and you begin to develop other Directors in your organization, you earn a **monthly bonus** on the volume of **each Business Leader up to six generations** under you, depending on your rank.

## 9. Infinity Bonuses

Infinity Bonuses are earned **monthly up to 8%** on **ALL** Leaders in your organization **to infinity**, based on your rank and the rank of your Leaders—beginning with the rank of Senior Coordinator. There are no limits to the number of Leaders you can be paid on!

\*You must be a Gold Ambassador to earn GOLD, *FastTRACK*, and International Bonuses.

## 1. GOLD Bonuses

- Gives you immediate money, paid weekly\* each time you sponsor a Gold Ambassador with one of the GOLD PAKs. (PAK stands for “Product Action Kit” and a Gold Ambassador is a Distributor who joins Shaklee with one of the GOLD PAKs.)
- Sponsor a Gold Ambassador with a \$750 SUPER GOLD PAK **OR** \$599 GOLD PLUS PAK = **\$100 GOLD Bonus.**
- Sponsor a Gold Ambassador with a \$299 GOLD PAK = **\$50 GOLD Bonus.**



### ■ Why sponsor Gold Ambassadors?

Our research has shown that Gold Ambassadors:

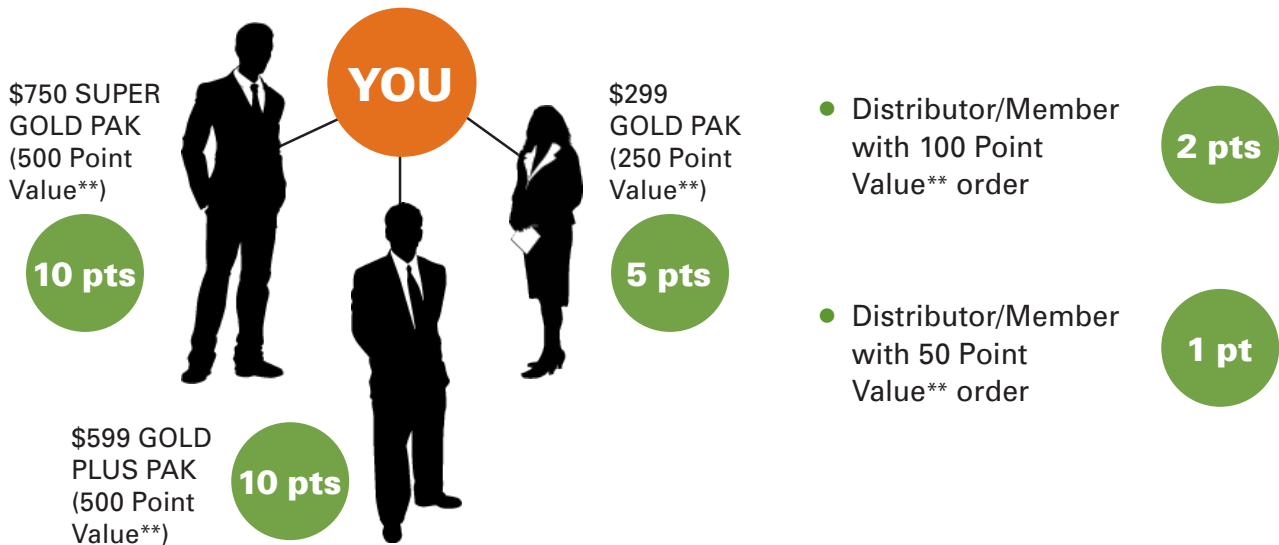
- Are more business minded
- Use 5X more product each month
- Are 2X more likely to reorder
- Sponsor 10X more people
- Are 200X more likely to become a Distributor

\* Sign up for direct deposit and Shaklee will automatically deliver your GOLD Bonuses directly to your bank account weekly. To learn more, go to [MyShaklee.com](http://MyShaklee.com) and enter “direct deposit” in the Search function.

## 2. Power Bonuses\*

- **Earn immediate money weekly**
- **Available the month you join Shaklee**, PLUS the following THREE months—and three additional months EACH time you move up in Business Leader rank.
- **Based on a simple point system**
- **Accumulate 15 Power Bonus points and you get \$150!**
- **How you earn Power Bonus points**—each time you PERSONALLY sponsor the following:
  - **10 points** for each new Gold Ambassador with a **SUPER GOLD PAK** or **GOLD PLUS PAK**
  - **5 points** for each new Gold Ambassador with a **GOLD PAK**
  - **2 points** for sponsoring someone with the \$39.95 **Distributor Welcome Kit** or the \$19.95 **New Member Pack**, plus an order with a **minimum Point Value (PV) of 100\*\***
  - **1 point** for sponsoring someone with the \$39.95 **Distributor Welcome Kit** or the \$19.95 **New Member Pack**, plus an order with a **minimum Point Value (PV) of 50\*\***

**Available in your first three months in Shaklee\*\*\***



**Gold Ambassadors**

\*Although a Member may accumulate points, they must become a Distributor to be eligible to earn Power Bonuses.

\*\*See explanation about Point Value (PV) for products on page 7.

\*\*\*And three additional months each time you move up in Business Leader rank, starting with the month after promotion.

✓ See How Things Can Add Up Quickly?

- Personally sponsor three Gold Ambassadors with a GOLD PAK, and you get:

GOLD Bonuses = \$150

+

Power Bonuses = \$150

**That's enough to cover the  
cost of your \$299 GOLD PAK!**

**\$300**

- Sponsor three Gold Ambassadors with a SUPER GOLD PAK or the GOLD PLUS PAK, and that amount doubles:

GOLD Bonuses = \$300

+

Power Bonuses = \$300

**That's enough to cover the  
cost of the \$599 GOLD PLUS PAK!**

Add in your Personal Group Bonus  
and you could cover the cost of your  
purchase of the \$750 SUPER GOLD PAK!

**\$600**

- There's no limit to the number of Power Bonuses you can earn during the months you are eligible!\*
- And there is never a time limit to earn GOLD Bonuses!\*\* Each time you personally sponsor a Gold Ambassador with the purchase of one of the GOLD PAKS, you earn a GOLD Bonus!

\*Includes the month you join, plus the next three months—and every time you promote to a new Business Leader rank, you get three additional months, starting with the month after promotion.

\*\*Gold Ambassador status must be renewed annually by payment of the Gold Ambassador Renewal Fee.

### 3. Price Differential

- **Profit you earn from the sale of products.** You buy at one price and sell at another.
- **Each Shaklee product has three prices:**
  - **Suggested Retail Price** for retail customers
  - **Member Price\*** for Members (preferred customers)
  - **Director Price\*** for Business Leaders.
- **Each Shaklee product has a stable Point Value (PV)** on which bonuses are calculated. Each time a product is sold, you get PV on the sale of the product.



**Suggested Retail Price (SRP):**

**\$93.25**

**Member Price (MP):**

**\$79.25**

**Director Price (DP):**

**\$68.40**

**Point Value (PV\*\*):**

**55.56**

**Difference between prices is called Price Differential**

- **How Differential earns you money**
  - When your customer orders products and pays the Member Price, you earn an average of 16% Price Differential. (This is the difference between Director Price and Member Price.)
  - When your customer buys products at the Suggested Retail Price (SRP), you make an average of 36% Price Differential. (This is the difference between Director Price and Suggested Retail Price.)
- **Point Value (PV) is very valuable** because most of the ways you make money in Shaklee are based on Point Value.

\*Member Price (MP) has also been referred to as Member Net (MN). Director Price (DP) has also been referred to as Distributor Net (DN).

\*\*A non-monetary point value on which Shaklee pays bonuses.

## 4. Personal Group Bonuses

- These are the monthly bonuses you earn based on the PV generated by your Personal Group
- **Your Personal Group** = YOU and all the customers and Distributors in your personal team. The Business Leaders in your organization each have their own Personal Group.



- **Personal Group Bonuses** = Bonuses paid each month on Personal Group Volume total for YOU and for each Distributor/ Gold Ambassador in your Personal Group who generates volume.
- Your Bonus percentage grows as your Personal Group Volume (PGV) grows

<p><b>Your Personal Group Volume (PGV)</b></p> <p>↓</p> <p>Your Personal Purchases + Your Customers' Purchases + Your Distributors' Purchases</p>	<table> <tr> <td>Up to <b>4%</b> for 250 Personal Group Volume</td><td rowspan="2"><b>Distributor</b></td></tr> <tr> <td>Up to <b>8%</b> for 500 Personal Group Volume</td></tr> <tr> <td>Up to <b>12%</b> for 1000 Personal Group Volume</td><td rowspan="2"><b>Associate*</b></td></tr> <tr> <td>Up to <b>14%</b> for 1500 Personal Group Volume</td></tr> <tr> <td>Up to <b>20%</b> for 2000 Personal Group Volume</td><td><b>Director</b></td></tr> </table>	Up to <b>4%</b> for 250 Personal Group Volume	<b>Distributor</b>	Up to <b>8%</b> for 500 Personal Group Volume	Up to <b>12%</b> for 1000 Personal Group Volume	<b>Associate*</b>	Up to <b>14%</b> for 1500 Personal Group Volume	Up to <b>20%</b> for 2000 Personal Group Volume	<b>Director</b>
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Up to <b>14%</b> for 1500 Personal Group Volume									
Up to <b>20%</b> for 2000 Personal Group Volume	<b>Director</b>								

- Qualify for the rank of Director at 2000 Personal Group Volume with a bonus rate of up to 20%
- Requirement for everyone to qualify for Personal Group Bonuses: Minimum of 100 Personal Point Value (PV) from your own purchases and retail sales

\*This is the Shaklee rank at 1000 Personal Group Volume.

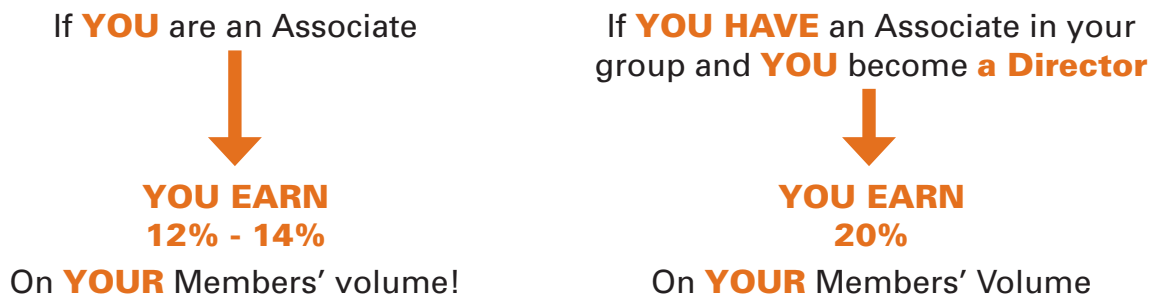


## ✓ The Importance of Personal Group Bonuses

### ■ You make more money as you grow your Personal Group

Activity breeds more activity. The more people you have buying and sharing products in your Personal Group, the better. Successful Business Leaders recommend that you always have 40 to 50 consumers in your Personal Group, and also always have at least three active builders growing and earning bonuses each month. Having builders in your Personal Group helps you reach Director and gives you a larger bonus on the purchases of Members and customers you bring into your Personal Group.

### ■ See what happens:



### ■ You put yourself on track to get a new car and earn fabulous trips

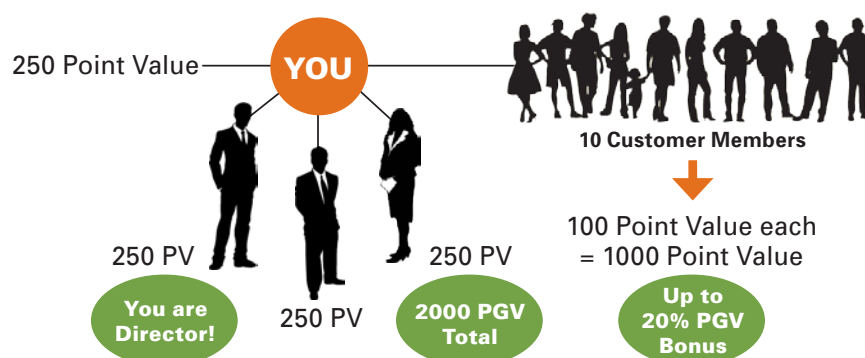
Every one of your builders is an investment in your future. You want them to be successful and grow. And when they do, you are rewarded. As they grow, so does your volume. Climb to 3000 Personal Group Volume and promote one of your Business Builders to Director, and you are on your way to driving a new car, thanks to the Shaklee Car Bonus Program. Get 18,000 Car Volume for six months, and you are on your way to an expense-paid trip to the Shaklee Global Headquarters in the San Francisco Bay area.

**And that's just the beginning!**

### ✓ Let's Talk Dollars

#### ■ Get to Director with 2000 Personal Group Volume (PGV)

The graphic below shows how you could get to 2000 Personal Group Volume in your first month if you sponsored as a Gold Ambassador and subsequently sponsored three Gold Ambassadors and 10 Members within your first month in Shaklee. This also assumes your Member orders average 100 Point Value each.



#### ■ See what your earnings could look like in this example:

3 GOLD Bonuses—\$299 PAK (\$50 X 3)	= \$150
1 Power Bonus (5 points X 3 = 15 points)	= \$150
Personal Group Bonus	= \$370
(Your 250 PV X 20% = \$50, 1000 PV X 20% = \$200, 250 PV X 3 = 750 PV X 16% = \$120)	
Price Differential on 1000 PV on AutoShip	= \$202.25
(\$20.25 differential X 10 for Vitalizer™ and Vivix® Together Pack)	
<b>Total:</b>	<b>\$872.25</b>

#### ■ Reach Director in your first three months in Shaklee and you will set yourself on the *FastTRACK* by earning **free registration for two to the Global Conference!**

#### ■ Continue to build a solid Point Value base

Your Personal Group Volume and your earnings will continue to grow as you continue to sponsor new Gold Ambassadors/Distributors and new Members into your business and help your Gold Ambassadors/Distributors sponsor using the “3 & 10—Do It Again” model. Successful Leaders recommend that you set a goal each month to reach 3000 Personal Group Volume or more. That allows you to account for varying purchase levels of your preferred customers and the growth and movement of your Distributors as they advance to Director. It also sets you on the path to earn a trip to the New Directors Conference in the San Francisco Bay Area and a new car bonus when you reach the rank of Senior Director.

#### ■ **IMPORTANT: To maintain Director rank, you must have a minimum of 2000 Personal Group Volume EACH MONTH.\***

\*Also required to maintain ALL leadership ranks above Director. (See the Shaklee **P&R** on MyShaklee.com for special volume allowances when you develop a new Director.)



## Your Growth Strategy: Develop Leaders

Your growth strategy is to develop Business Leaders who will emerge from your Personal Group and who, in turn, will develop Leaders downline in your organization.

### Position yourself for *FastTRACK*, Leadership, and Infinity bonuses:

- **Work to get to Director in three months or less\***

Get on the *FastTRACK*. It's an extra incentive that can add to your income. You'll want to encourage your business builders to do the same.

- **Target the rank of Executive Coordinator in 12 to 15 months or less\***

Successful Leaders recommend you should always articulate your next stretch goal so you know where you are going and why. Target Executive Coordinator in a 15-month time frame—you can earn up to \$34,000 in *FastTRACK* Bonuses. Should it take a little longer, that's OK, too—so long as you get there and enjoy the income you earn at that rank.

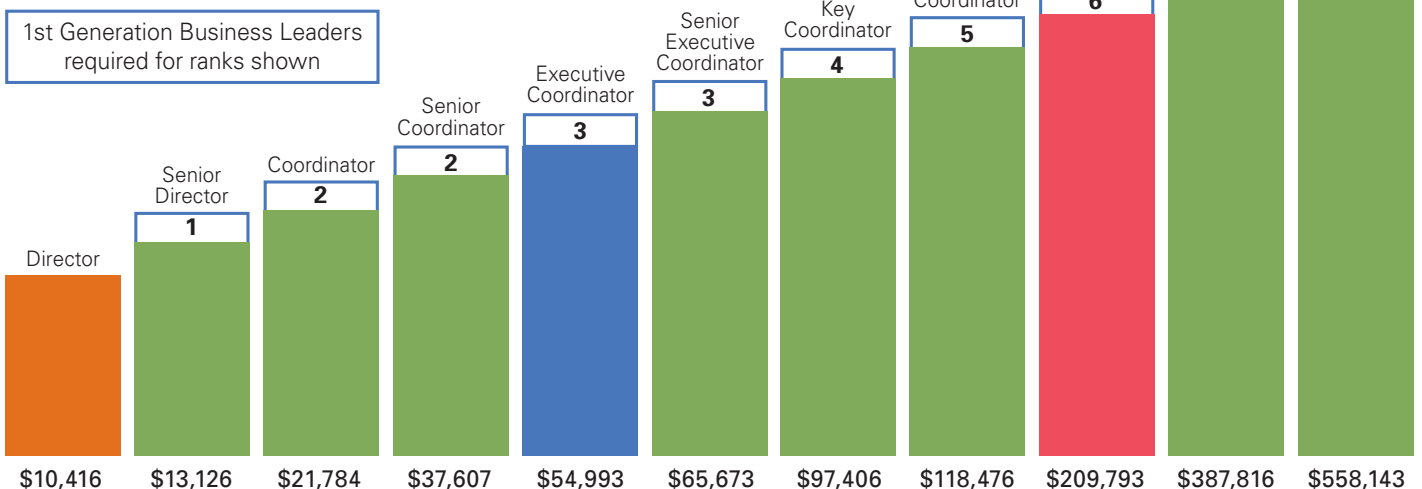
- **Visualize Master Coordinator in 36 months or less\***

Now this is your BIG S-T-R-E-T-C-H goal, but every successful Leader who made it to Master will tell you that you need to visualize what you will do to make it happen. Put it out there. It can happen faster than you think! Plan to take advantage of *FastTRACK*. Reach the rank of Key Coordinator within the 24-month time frame and Master Coordinator within the 36-month time frame and you can earn \$50,000 in *FastTRACK* Bonuses, on top of other income sources.

### Take a look at the average earnings and what they can mean for you!

#### Average Annual Income by Rank\*\*

Figures based on 2010 earnings



\*Maintenance requirements apply. See the 2011-2012 Incentives Booklet in the Shaklee Business Library on MyShaklee.com for full details.

\*\*The average annual income in 2010 for the Business Leader ranks ranged from \$10,416 for Directors to \$558,143 for Presidential Master Coordinators. Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported. Results will vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.

## 5. *The FastTrack Program*

- Offers you the opportunity to earn EXTRA money and incentives for reaching specified Leadership ranks within a “fast-track” timeframe.\* This program is optional, but the income and incentives offered are so spectacular that it is worth your time and energy to shoot for it. Visit *FastTRACK* FAQ’s on MyShaklee.com for complete details.

### WHAT YOU DO

**Promote to Director within your first three full months in Shaklee** and maintain paid-as status of Director for three consecutive months, including the month of promotion—plus the month of Global Conference.

Attend the Global Conference and share excitement, recognition, education, parties, and life-changing experiences with thousands of Shaklee Family Members from all over the world!

**Promote to Senior Director in your first six months in Shaklee** and hold the Senior Director paid-as rank for three consecutive months, including the month of promotion.

Just think what you can do with an extra \$1,000!

**Promote to Coordinator in your first nine months in Shaklee** and hold the Coordinator paid-as rank for three consecutive months, including the month of promotion and the month before the Dream Trip.

Just think what \$3,000 will buy! And what an experience of a lifetime you will have on the DREAM trip—airfare, luxury accommodations, and some incredible meals all part of the package!

**Promote to Senior Coordinator in your first 12 months in Shaklee** [with the special qualification for *FastTRACK* Senior Coordinators to have 5000 Organizational Volume (OV) outside their strongest leg\*\*\*] and hold the Senior Coordinator paid-as rank for three consecutive months, including the month of promotion.

Now that’s money you can really buy something with! Think about it!

### YOU EARN

**Registration for two to the Shaklee Global Conference—a \$500 value!**

**\$1,000!**

**\$3,000 AND attendance for two to the Shaklee DREAM Trip\*\***

**\$5,000 paid as follows:**  
**\$2,500** in third consecutive month and  
**\$2,500** in next month rank is held

\*You must be a Gold Ambassador to earn any *FastTRACK* rewards.

\*\*For more information on trips, visit MyShaklee.com and click on the MyBusiness tab and select Tracker and Incentives link.

\*\*\*Organizational Volume is the Personal Volume of a Shaklee Independent Distributor plus the Personal Volume of each Shaklee Family Member (Members, Distributors, Gold Ambassadors) in their entire organization, including Business Leaders. A Business Leader leg is a 1st Generation Business Leader and his entire organization.

Take this example: Ben has achieved the rank qualifications for Senior Coordinator within 12 months after the first month in which he joined Shaklee. Ben has 3000 Personal Group Volume. One of his First Generation Leaders, Joan, is a Coordinator with 5000 Organizational Volume. His other First Generation Leader has 2000 OV. Therefore, Joan is considered Ben’s strongest leg. Ben’s Personal Group Volume of 3000 plus the 2000 Organizational Volume from his other First Generation Leader totals 5000, so he meets the requirement to have 5000 Organizational Volume outside his strongest leg.

## WHAT YOU DO

**Promote to Executive Coordinator in your first 15 months in Shaklee** [with the special qualification for *FastTRACK* Executive Coordinators to have 10,000 Organizational Volume (OV) outside of their strongest leg\*], and hold the Executive Coordinator paid-as rank for six consecutive months, including the month of promotion and the month before the Top Achievers International Trip\*\*

Imagine—\$25,000 and the ultimate international luxury trip to look forward to—  
with airfare, accommodations, and meals all part of your fabulous package!

**Earn UNLIMITED 50% Matching Bonuses with NO TIME LIMIT!** Each time a *FastTRACKer* earns a csh reward, the qualified Original Sponsor of the *FastTRACK* participant earns a 50% Matching Bonus. See MyShaklee.com for complete details and requirements.

This is your reward for leadership—up to \$17,000 per person you help to  
achieve the rank of *FastTRACK* Executive Coordinator.

**Promote to Key Coordinator in your first 24 months in Shaklee** [with the special qualification for *FastTRACK* Key Coordinators to have 25,000 Organizational Volume (OV) outside their strongest leg\*] and hold the Key Coordinator paid-as rank for six consecutive months, including the month of promotion.

Just think—another \$25,000! Reaching Key Coordinator puts you on the trajectory to reach  
the top ranks in Shaklee, and your income starts to reflect your exclusive status.

**Promote to Master Coordinator in your first 36 months in Shaklee** [with the special qualification for *FastTRACK* Master Coordinators to have 50,000 Organizational Volume (OV) outside their strongest leg\*] and hold the Master Coordinator paid-as rank for six consecutive months, including the month of promotion.

You are now in the elite group of Leaders who are enjoying top recognition and income  
in Shaklee. Congratulations! You have reached the top of the *FastTRACK* Program!

## YOU EARN

**\$25,000 paid as follows:**

**\$10,000** after six consecutive months and  
**\$5,000** for each of the next three months you hold paid-as Executive Coordinator rank

**Attendance for two at the Shaklee Top Achievers International Trip\*\***

**Plus**, as a new *FastTRACK* Executive Coordinator, you also get an invitation for two to the Future Masters Program\*\* at the Shaklee Global Headquarters in California.

**Each time you develop a *FastTRACKer*:**

**\$500** for every Senior Director

**\$1,500** for every Coordinator

**\$2,500** for every Senior Coordinator (additional maintenance requirements may apply)

**\$12,500** for every Executive Coordinator (additional maintenance requirements may apply)

**\$25,000 paid as follows:**

**\$10,000** after 6 consecutive months and

**\$5,000** for each of the next 3 months you hold paid-as Key Coordinator rank

**\$25,000 paid as follows:**

**\$10,000** after 6 consecutive months and

**\$5,000** for each of the next 3 months you hold paid-as Master Coordinator rank

\*See footnote on page 12 for explanations of Organizational Volume and how to determine "strongest leg."

\*\*For more information on trips, visit MyShaklee.com and click on the MyBusiness tab and select Tracker and Incentives link.

## 6. Incentives

### ■ Travel to the New Directors Conference—earn a trip to the Shaklee Global Headquarters in the San Francisco Bay Area—paid for by Shaklee

- **See the Home Office up close**—meet the scientists behind our products and the people who support you every day, hear from other successful Leaders, have a great time, and get a jump start on success
- **To qualify—in your first year as a Dream Plan Director, achieve a total of 18,000 Car Volume (CV)\*** within a period of six consecutive months
- Do it by: 1) Generating an average of **3000 Personal Group Volume per month** or 2) **promoting a new Director** under you and counting their PGV along with yours to reach 18,000 CV
- **Get airfare, hotel, and have a fabulous time with other new Directors!**



**New Directors Conference**

### ■ Qualify for fabulous trips and prizes with the Simple Points Program\*\*

- **Earn points while you build your business:**
  - **For personally sponsoring people**—same as the Power Bonus points. Earn **DOUBLE** points if the person sponsored establishes and maintains a 100 PV AutoShip order for three months!
  - **For new rank achievement**
  - **For developing Business Leaders in your organization**
- **Earn incredible PRIZES with the TEAM UP Program\*\***  
Win individual prizes and qualify for a team prize, too. It's fun and so achievable!
- **Earn spectacular trips to luxurious resort locations EACH year!** Each year qualifying Leaders take a luxury trip on Shaklee. Many even earn enough to bring their entire family. You can, too! And you even have the opportunity to qualify for two trips as a reward for growing your business.
  - **The Dream Trip** to a luxury resort location\*\*
  - **The Top Achievers International Trip** to a luxury international destination\*\*



**Dream 2012 Incentive Trip**  
Barceló Maya Palace Deluxe  
Mayan Riviera, Mexico  
Oct. 23–28, 2012



**2012 Top Achievers International Trip**  
Kenya, Africa  
Nov. 27–Dec. 4, 2012

\*Car Volume (CV) is your Personal Group Volume (not including the Personal Group Volume of a First Generation Director in the month they promote), plus up to 2000 in credit for each 1st Generation Leader.

\*\*For more information about points you can earn, visit MyShaklee.com and click on the My Business tab and select the Trackers & Incentive link.



## 7. Car Bonuses\*

### ■ Drive a new car at Senior Director

- **To qualify—build your Personal Group Volume to 3000 and help one person under you reach the rank of Director** so you have a total of **5000 Car Volume (CV)**. (See definition of Car Volume (CV) on page 14.)
- **Maintain 5000 Car Volume for three months and you qualify for a car bonus of up to \$250** for an alternative fuel/hybrid car, **or up to \$225** for a standard car.
- **Earn that car bonus** for each month you maintain 5000 Car Volume—**for up to three years!**

### ■ Continue to grow in rank and you can earn an even higher car bonus—**EACH TIME** for up to **THREE YEARS!**

Rank	Maintain Car Volume (CV)	Get Monthly Bonus
<b>Senior Coordinator</b> (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your two 1st Generation Leaders)	<b>7000 Car Volume</b>	<b>\$375/\$325**</b>
<b>Senior Executive Coordinator</b> (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your three 1st Generation Leaders)	<b>9000 Car Volume</b>	<b>\$450/\$400**</b>
<b>Senior Key Coordinator</b> (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your five 1st Generation Leaders)	<b>13,000 Car Volume</b>	<b>\$500/\$450**</b>
<b>Master Coordinator</b> (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your six 1st Generation Leaders)	<b>15,000 Car Volume</b>	<b>\$600/\$500**</b>
<b>Presidential Master Coordinator</b>	<b>\$400 Mercedes-Benz Luxury Hybrid!</b>	



\*The Shaklee Car Bonus is a bonus that must be applied to the monthly car payment of a new vehicle—leased or purchased. Refer to My Shaklee.com for complete details, including how the Presidential Master Car is awarded.

\*\*Alternative fuel-hybrid car/standard car.

## 8. Leadership Bonuses

- These are monthly bonuses you earn on the Personal Group Volume (PGV) of each Business Leader in your organization—up to six generations.

The higher their PGV, the more income you generate from your Leadership Bonuses.

- See how that works.

As a Senior Director, you get a 6% bonus based on the Personal Group Volume of the 1st Generation Leaders you develop. Also, you get 3% on your 2nd Generation Leaders.



- Leadership Bonus percentages increase as you grow in rank.

The more Business Leaders you have in your organization, the greater your income will be. Look to the *Drive the Dream* brochure for the full range of Leadership Bonus percentages and requirements for the upper ranks in Shaklee. Just know: You can be paid from four generations deep for Key Coordinator to up to six generations deep for Senior Master Coordinator and Presidential Master Coordinator. That can amount to a lot of money. In fact, top Business Leaders make the lion's share of their income from Leadership and Infinity Bonuses, as you will see.

- Take a look at how your Leadership Bonuses increase as you grow to Executive Coordinator.

	Senior Director	Coordinator	Senior Coordinator	Executive Coordinator	Keep Going
Required 1st Generation Leaders	1	2	2	3	Watch
Organizational Volume Requirement			10,000 OV	20,000 OV	Your
Percentage Payout					
1st Generation	6%	6%	6%	6%	Leadership
2nd Generation	3%	4%	5%	6%	Bonuses
3rd Generation				4%	Grow!

In addition to having a required number of 1st Generation Leaders, the ranks beginning with Senior Coordinator and above also have an Organizational Volume (OV) requirement.\* Organizational Volume is your Personal Volume plus the Personal Volume of each Shaklee Family Member in your ENTIRE organization, including all Business Leaders.

\*As you reach Key Coordinator rank or above, a minimum of 50% of your Organizational Volume must come from outside the strongest leg in your organization. (A Business Leader leg is a 1st Generation Leader and his entire organization.) For complete information on rank requirements and leadership bonuses, look to the Shaklee **P&R** available on MyShaklee.com.

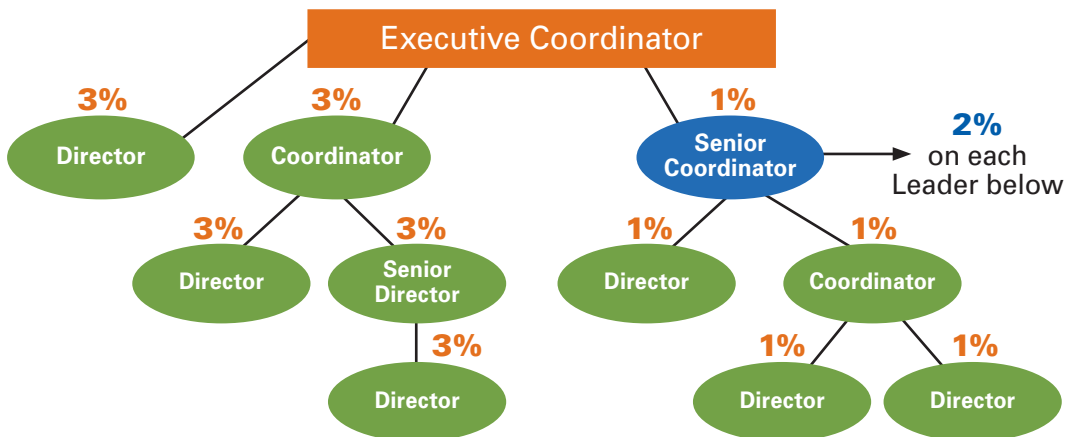


## 9. Infinity Bonuses

- These are monthly bonuses you earn on the Personal Group Volume (PGV) of each Business Leader in your organization—with NO limits to the number of generations you can have—**PAID TO INFINITY.\***
- Infinity Bonuses begin to be paid at the rank of Senior Coordinator and above and are in addition to Leadership Bonuses as follows:

up to <b>2%</b> Senior Coordinator	up to <b>6%</b> Senior Key Coordinator
up to <b>3%</b> Executive Coordinator	up to <b>7%</b> Master Coordinator
up to <b>4%</b> Senior Executive Coordinator	up to <b>7.5%</b> Senior Master Coordinator
up to <b>5%</b> Key Coordinator	up to <b>8%</b> Presidential Master Coordinator

- How Infinity Bonuses are calculated and paid:** In the example below, the Executive Coordinator gets 3% on his first two legs, and because the Senior Coordinator qualifies for an Infinity Bonus, the Executive Coordinator gets 1% on all Leaders in the Senior Coordinator leg, and the Senior Coordinator gets 2% on the Leaders below him.



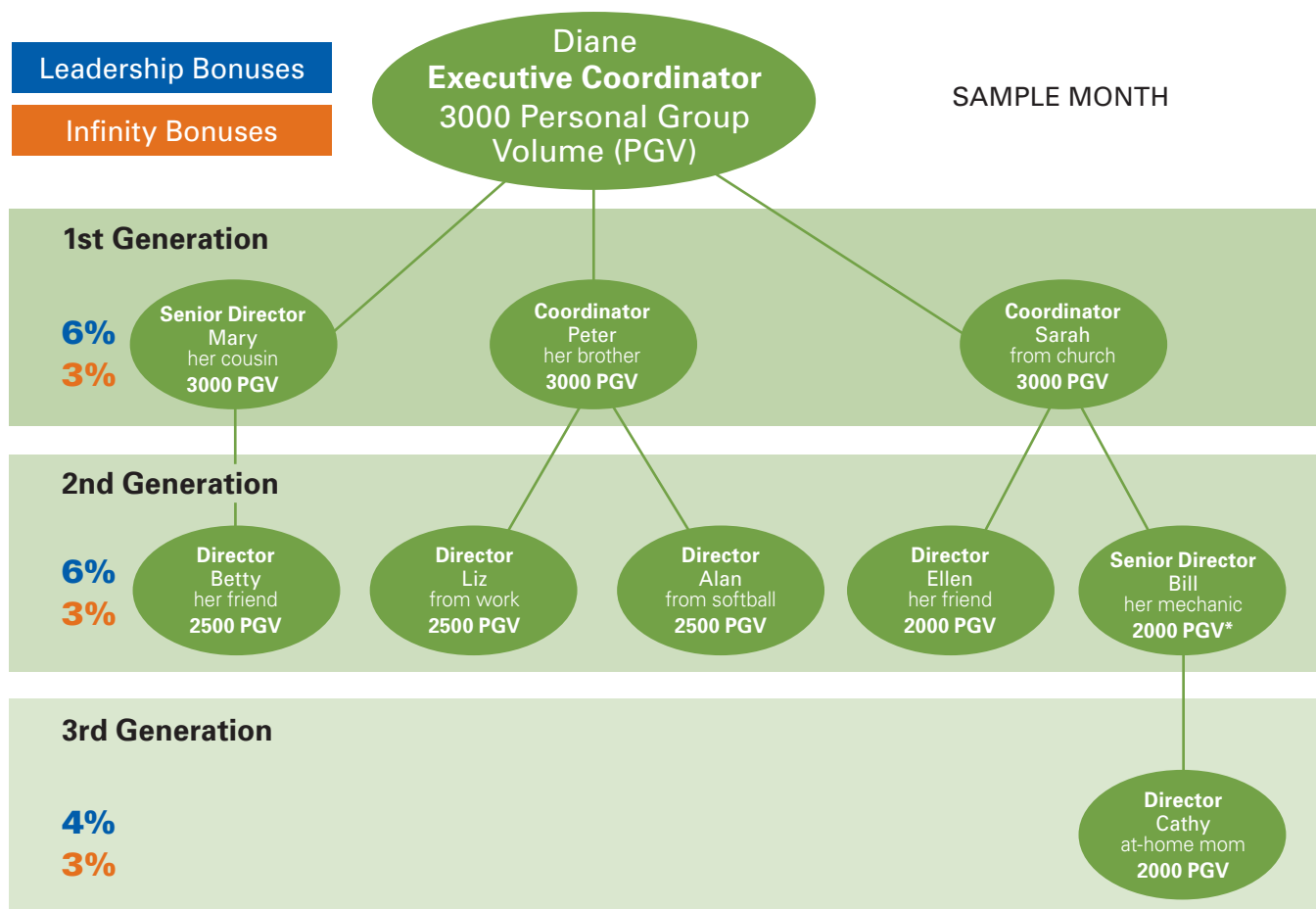
- Add the Infinity Bonus percentages you qualify for to your Leadership Bonuses and watch your income **GROW!**

For example, at Executive Coordinator, you earn an increase of 50% or MORE on your Leaders.\*\* Instead of 6% (Leadership Bonuses), you get 9% (additional 3% Infinity Bonuses) on 1st and 2nd Generation Leaders—and a total of 7% (4% Leadership + 3% Infinity Bonuses) on your 3rd Generation Leaders, and that doesn't count the ongoing 3% to infinity you get on developing Leaders in your 4th Generation and beyond. The key is growing your organization of Leaders much like a grass-roots organization. It can grow exponentially as many of our top Leaders have discovered! And you can be paid Infinity Bonuses on your entire organization with no generation limitations!

\*For complete information on Infinity Bonuses, look to the Shaklee **P&R** available on MyShaklee.com.

\*\*As an Executive Coordinator, this is not the case with a Senior Coordinator leg or higher.

## ✓ The Power of Leadership and Infinity Bonuses



NET INCOME				TOTAL
	1st Generation	2nd Generation	3rd Generation	
<b>Leadership Bonuses</b>	<b>\$540</b>	<b>\$690</b>	<b>\$80</b>	<b>\$1,310.00</b>
<b>Infinity Bonuses</b>	<b>\$270</b>	<b>\$345</b>	<b>\$60</b>	<b>\$675.00</b>
			Subtotal	\$1,985.00
			Price Differential, Personal Group Bonuses, Gold Bonuses, Power Bonuses**	\$1,033.50
			Car Bonus	\$375.00†
			<b>Total Bonus Income</b>	<b>\$3,393.50</b>

\*In position to start working toward qualification for New Directors Conference and Car Bonus.

\*\*Estimate: Price Differential for 14 customers purchasing Vivix® & Vitalizer™ Together Pack on AutoShip (\$20.25 x 14 = \$283.50); Personal Group Volume (PGV) including Point Value (PV) (100 PV x 20% = \$20), 14 customers—5 new, 9 reordering (100 PV x 14 = 1400 PGV x 20% = \$280), two new \$299 Gold Ambassadors (250 PV x 2 = 500 PGV x 16% = \$80) and two Distributors (each at 500 PGV = 1000 PGV x 12% = \$120); two GOLD Bonuses (2 x \$50 = \$100), and one Power Bonus (\$150).

†For hybrid car. \$325 for standard fuel car.



## See What Happens When You Add *FastTRACK* to Your Earnings!

- **Let's assume Diane reached Executive Coordinator within 12 months** of starting in Shaklee and maintained the Executive Coordinator rank for a minimum of three months—see what FastTRACK could mean for her in a 15-month period. (See chart on page 18 for reference.)
- **\$34,000 in *FastTRACK* Bonuses!\***
  - **\$1,000** for reaching Senior Director in six months or less
  - **\$3,000** for reaching Coordinator in nine months or less
  - **\$5,000** for reaching Senior Coordinator in 12 months or less
  - **\$25,000** for reaching Executive Coordinator in 15 months or less
- **\$4,500 in 50% Matching *FastTRACK* Bonuses!\***
  - **\$500** for Mary reaching Senior Director in six months or less
  - **\$2,000** for Peter reaching Senior Director in six months or less and Coordinator in nine months or less
  - **\$2,000** for Sarah reaching Senior Director in six months or less and Coordinator in nine months or less
- **Registration to the Global Conference\*—worth \$500!**
- **Dream Trip attendance\*—airfare, luxury accommodations, and more!**
- **Top Achievers International Trip\*—airfare, luxury accommodations, and more!**

### THAT'S

- > **\$38,500** in additional *FastTRACK* income within a 15-month period
- > **TWO** luxury expenses-paid trips for two people
- > **Attendance** at the Global Conference

### PLUS

- > **Red-carpet treatment** and recognition at the Global Conference
- > **TWO trips** for two people to the Shaklee Global Headquarters in California for the New Directors Conference and for the Future Masters Program!

### Now that's **STAR** treatment!

- > Add all the other streams of income from Shaklee and you have an **EXTRAORDINARY income opportunity** with the Shaklee DREAM PLAN!

**Why not start DREAMing today—make it YOUR Dream Plan!**

\*Assumes all maintenance requirements have been met.

