



# COMPENSATION PLAN

Reach your goals and transform your life with LurraLife. It is our commitment that you quickly experience for yourself how passionate we are about the quality and effectiveness of our life-changing nutritional supplements as well as making a true change in your financial position and that of your family. When you choose LurraLife, you're choosing a company that is dedicated to being recognized as the best value-driven opportunity in the marketplace today – creating a sustainable business model for all our members, based on repeat sales and real products used by customers.

## 7 Ways to Earn with LurraLife

### # 1: Retail Customer Bonus

Earn 50% of the CV on all your Retail Customers' purchases. (Also, 40% of the CV will go into the Two Team Pay plan.)

### #2: Fast Start Bonus

Earn 30% of the CV on the first order of all associates that you personally enroll. (Also, 60% of the CV will go into the Two Team Pay plan.)

### #3: Two Team Pay

Earn up to 10%\* on the balanced CV of your Two Teams every week. (Volume is calculated to infinity with no cycles.)

### #4: Matching Bonuses

Earn a 50% Matching Bonus on Two Team Pay of all your personally sponsored associates AND a 10% Matching Bonus paid up to 5 generations of Two Star (or higher) Associates.

### #5: 4 Who Get 4 Car Bonus

Earn a USD \$500 monthly Car Bonus by sponsoring 4 associates who then sponsor 4 associates (total of 20 associates) who all purchase a package.

### #6: Lifestyle Bonus

Earn a USD \$500-\$2,000 monthly Lifestyle Bonus once you maintain the Four Star or higher rank for 5 weeks in a row.

### #7: Rank Recognition Prizes

Earn recognition prizes as you advance in the ranks.

#### COMMISSION SCHEDULE

The Retail Customer Bonus and Fast Start Bonus are entered into your e-wallet instantly, and the Two Team Pay and Matching Bonuses are entered every Wednesday with a one-week delay. Note: You can request a payout from your e-wallet at any time, and it will be paid out on the upcoming Friday.

*Note: Commissionable Volume (CV) is the dollar value assigned to each product for the calculation of commissions.*

#### 75% RULE FOR TOTAL PAYOUT

The Two Team Pay plan pays individual associates up to 10%\* of their teams' balanced volume until the total payout across the company reaches 75% of the collective company-wide CV. If the total company-wide payout is calculated to be over 75%, actual individual payouts will be adjusted down to make the total company-wide payout be 75%. If the total payout is under 75%, the difference will go into a company reserve to cover any weeks that the payout is higher. This is designed to ensure that the company can always pay out the maximum amount possible to our associates without paying out too much, so that we can insure the stability of the pay plan long term.

*\*Actual individual Two Team payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 per week.*

## Associate Rank Qualifications

Rank	Qualifications	Retail Customer Bonus	Fast Start Bonus	Two Team Pay*	Matching Bonuses	Lifestyle Bonus	Rank Recognition Prizes
<b>Retail Customer</b>	None.	N/A	N/A	N/A	N/A	N/A	N/A
<b>Free Associate</b>	None.	50%	30%	N/A	N/A	N/A	N/A
<b>Active Associate</b>	Have 1 personal order or 2 retail customer orders. Orders can be of any CV.	50%	30%	N/A	N/A	N/A	N/A
<b>One Star</b>	Must be Active, have 15CV, plus maintain 1 personally sponsored Active Associate on your left team and 1 on your right team.	50%	30%	Up to 5% per leg	50% on personals	N/A	Certificate
<b>Two Star</b>	Maintain One Star qualifications, have 40CV, plus earn \$1,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 6% per leg	50% on personals & 10% on 1 generation	N/A	Wristband
<b>Three Star</b>	Maintain One Star qualifications, have 40CV, plus earn \$3,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 7% per leg	50% on personals & 10% on 2 generations	N/A	Fitbit
<b>Four Star</b>	Maintain One Star qualifications, have 40CV, plus earn \$5,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 8% per leg	50% on personals & 10% on 3 generations	\$500	Lodging at company event
<b>Five Star</b>	Maintain One Star qualifications, have 40CV, plus earn \$10,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 8% per leg	50% on personals & 10% on 4 generations	\$1,000	Backpack
<b>Black Star</b>	Maintain One Star qualifications, have 40CV, plus earn \$25,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 9% per leg	50% on personals & 10% on 5 generations	\$1,500	Local Adventure Trip plus hiking shoes and poles
<b>Legendary Star</b>	Maintain One Star qualifications, have 40CV, plus earn \$50,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 10% per leg	50% on personals & 10% on 5 generations	\$2,000	Destination Adventure Trip with the Founders

\*Actual individual Two Team payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 per week.

All dollar amounts listed are in USD.

# Industry-Leading Bonuses and Prizes

Our industry-leading compensation plan further rewards LurraLife Associates for their dedication and achievement through additional bonuses and prizes. As you share the LurraLife products and/or opportunity with others, these lucrative bonuses can create a significant amount of additional income.

## Retail Sales

You get paid 50% of the CV every time a Retail Customer purchases a product from you. For example, a USD \$59.95 purchase has 40CV, so that Retail Customer Bonus would be USD \$20. And you are paid that on every product they buy from you. Note: You receive a personalized, professionally designed retail website for FREE when you join LurraLife. Plus, you get an online business management system for sales tracking, order management, and account record keeping.

## New Sign-Ups

You also get paid 30% of the CV on the first order of all Associates that you personally enroll in LurraLife. For example, a USD \$59.95 order has 40CV, so that Fast Start Bonus would be USD \$12. Plus, whenever anyone visits your LurraLife site and signs up, they are automatically placed on your team. And when you upgrade your subscription to "Active", you get additional marketing systems to attract even more prospects.

## Recognition Prizes & Bonuses

Plus, as you advance in the ranks, you earn recognition, gear, trips, and monthly lifestyle and car bonuses. We're looking forward to seeing YOUR NAME on that list of top performers very soon!



# The Power of Teams: Two Team Pay

Making money with your own LurraLife home-based business is simple due to the power of our Two Team plan. You only need to focus on one thing: Be an Active Associate yourself, then sign up two other Active Associates (placing one on each of your teams), and then just teach them to do the same thing. Get 2, teach 2... it doesn't get any easier than that.

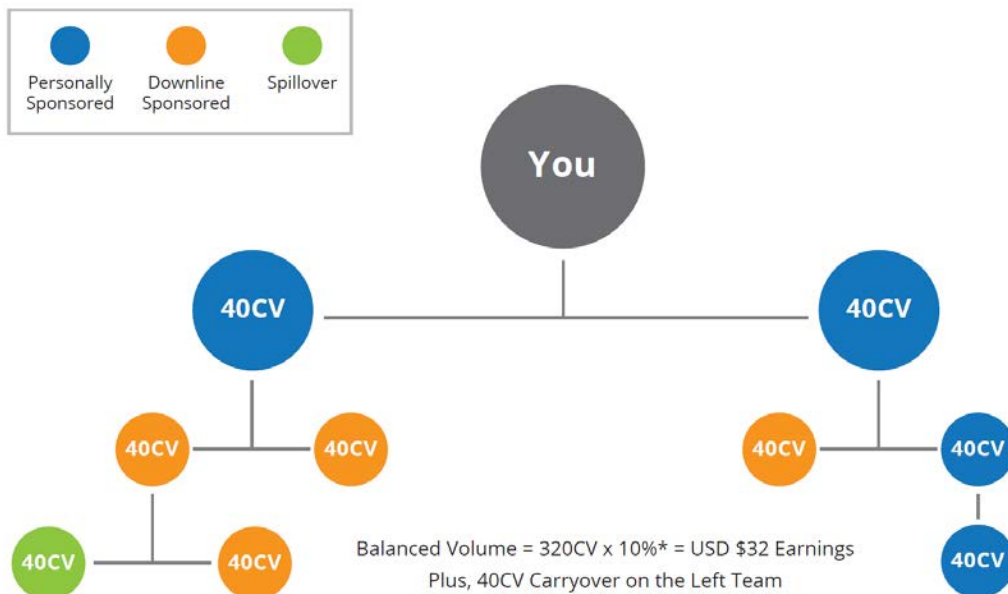
In this simple but powerful plan, you have a team on your left side and a team on your right side. As you personally introduce others to LurraLife, you can sign them up in either of your teams. New associates can also be placed on your teams for you by your Sponsor (or other associates above you) in addition to the efforts of those associates below you in your organization.

As soon as you become a LurraLife Associate, you earn up to 10%\* of the balanced Commissionable Volume (CV) generated by the associates in your two teams, with volume calculated to infinity and with no cycles.

The Two Team Pay is calculated and paid out to you weekly. And the extra CV that you are not paid on from your larger volume team carries over to the next week as long as you maintain the rank of One Star or higher. (So, it pays to stay active...and to teach your team to stay active too. It's really that simple.)

Even better, the leveraging power of our Two Team plan doesn't end there. Not only are you rewarded for introducing others to the business and helping them succeed, it applies to everyone on your team. So, the more Associates you help join LurraLife, the more opportunities you all have to grow your incomes.

Plus, as your teams grow, your income increases substantially. With our systems and training, it's doesn't take long before you can be making a great part-time or full-time income in your spare time. The key to success is simply sharing the LurraLife products and home-based business opportunity with others.



This example shows how powerful the Two Team plan can be. It is based on the Associates each having a 40CV order. In this example, there are 5 Associates on the left team collectively generating 200CV and there are 4 Associates on the right team collectively generating 160CV. So, the balanced Commissionable Volume of the Two Teams totals 320CV (160CV/team X 2 teams), with 40CV remaining on the left (which will be carried over to the next week's payout calculation). At a 10%\* payout of the Commissionable Balanced Volume on 320CV, you would earn USD \$32 this week just in Two Team Pay. \*Actual individual Two Team payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 per week.

# Matching Bonuses: Personal and Generational

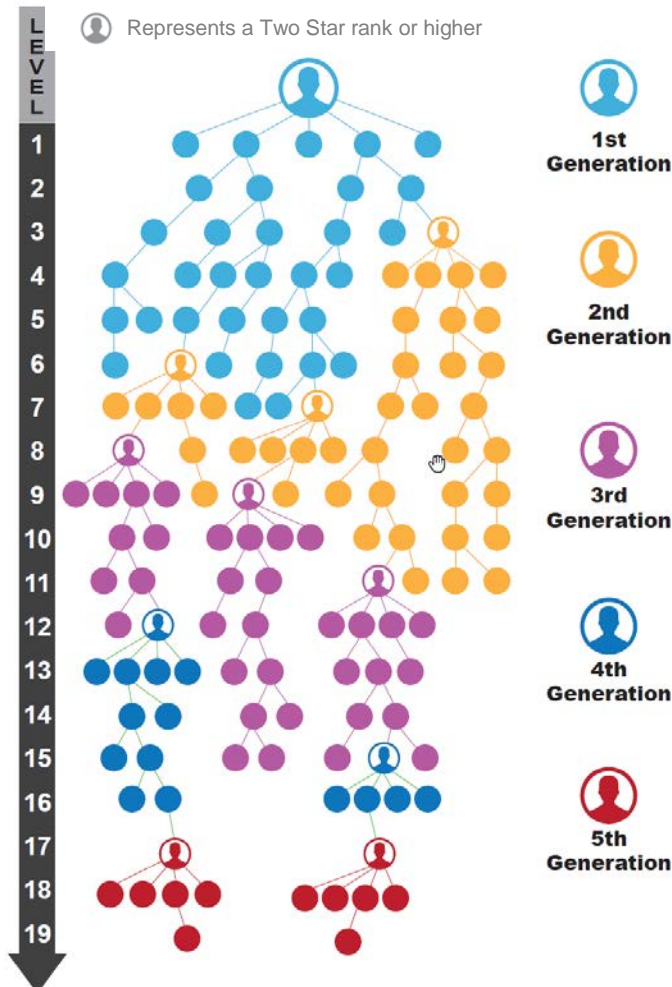
The LurraLife Matching Bonuses program allows you to earn two different powerful matching bonuses on the Two Team Pay earned by Associates in your Sponsorship Organization. Note: Match is based on the Two Team Pay only.

First as soon as you become a One Star Associate, you start getting paid a 50% weekly check match on the collective Two Team Pay earned weekly by all of your personally sponsored team members. As shown in the example to the right, as you build your team, your earning potential skyrockets rapidly.

# of Personally Sponsored Associates	Their Total Combined Two Team Pay	Your 50% Weekly Check Match
5	\$1,000	\$500
25	\$10,000	\$5,000
50	\$25,000	\$12,500

Example in USD dollar amounts.

Second, once you reach the rank of Two Star, you also get a 10% weekly check match paid on up to five generations of Two Star Associates (or higher rank) in your Sponsorship Organization. This match can create a significant amount of additional income each week in your LurraLife business since a generation can represent large groups of associates as shown in the example below.



In addition to the Two Team structure, all your personally sponsored associates are also part of your Sponsorship Organization. In your Sponsorship Organization, the Associates you personally sponsor are placed on your first level (with unlimited horizontal expansion potential). And all the Associates they personally sponsor are placed on your second level...and so on.

For the generational weekly check match, the start of a generation is recognized when an Associate in your Sponsorship Organization has reached the rank of Two Star or higher during a weekly pay period. The match includes all Associates below them in that team leg of your Sponsorship Organization until the tracking system encounters another Associate in the same team leg who is also at the Two Star rank or higher. That Associate would then start your next generation.

# Start Making Money Right Away: Sign Up for a Free Subscription

You have limitless potential with a LurraLife home-based business. It's completely free to join. Plus, you can earn commissions and bonuses without having to personally buy any products.

- NO registration fees and NO annual fees.
- NO requirement to purchase a start-up package.
- NO need to buy product every month to earn commissions.
- NO paying money every month for marketing systems.
- NO leadership levels that only reward a few top performers.
- NO tricky qualifications to restrict your earnings.



When a person joins LurraLife, they are automatically given a free subscription. They also get a professional business marketing system at no cost and can start making money right away.

- **Professional website for retail sales:** Earn 50% of the CV (commissionable volume) on every retail purchase from your site (Retail Customer Bonus).
- **Team building from online sign-ups:** When a person visits your site and signs up, they become part of your team. Plus, you get 30% of the CV on their first order (Fast Start Bonus).
- **Complete online business management system** for sales tracking, order management, e-wallet account records, reporting tools, and customer support.
- **Free marketing and building business resources**, videos, training, and support from LurraLife.

Once you start getting product orders, your subscription status automatically changes to "Active". You become and remain an Active Associate by having:

- A minimum of 2 Retail Customer product purchases (any size) each month.
- Or a personal monthly product order (any CV).

**PLUS, you can earn additional income as you grow your team.** Once you have sponsored 2 other Active Associates (one on each of your Two Teams) and have at least 15CV coming in...:

- ...you start earning up to 10%\* of the balanced CV generated by your teams every week (Two Team Pay). (*\*Actual individual Two Team payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 per week.*)
- ...and you get paid a 50% weekly check match on the Two Team Pay earned by all of your personally sponsored team members (Matching Bonus on Personals).

# Maximize Your Earning Potential: Upgrade Your Subscription

While you can earn income with a free subscription, upgrading to “Active” gives you added benefits and major advantages. You get special deals and wholesale pricing on LurraLife products and the Premium Marketing System. Plus, you earn additional bonuses and recognition as you advance higher in the ranks.

**You get these extra resources for FREE as part of the LurraLife Premium Marketing System:**

- Everything included in the free marketing system PLUS...
- Dedicated Call Center that your customers and leads can call to get assistance and information.
- Call Center staff who take your calls, present to your prospects, and sign them up in your team.
- Online sales funnel websites, including professionally developed lead capture pages and videos.
- Automated follow-up emails sent to everyone who comes through your lead capture pages.
- Contact Management System Lead Program of people in the USA looking for a home-based business.

This marketing system is a HUGE benefit and is included at NO additional cost when you upgrade your subscription to “Active”. Most companies charge their associates large fees for marketing systems that do not offer as many valuable features as LurraLife’s Premium Marketing System.

As a LurraLife Active Associate, you have a professional, in-house Company Call Center at your fingertips. The trained staff are there to answer your prospects’ questions, take their orders, and close your sales. The Call Center does the work, and YOU get 100% of the commissions.

*Upgrade now and let us close your sales and sign up team members for you!*

