

# The Newways Marketing Plan Explained

## Marketing Plan Terminology

<b>Personal Volume (PV)</b>	:This is the term given to the volume generated by your own personal orders and that of any drop shipments that you may make.
<b>Group Volume (GV)</b>	:This is the term given to the volume generated by the Distributors who are immediately Downline from you, and that are not an Executive or beneath an Executive.
<b>Multiplex (MPX)</b>	:This is the term given to the first £75.00 PV that is spent either by yourself or your Downline Distributors.
<b>Affinity (AFF)</b>	:This is the term given to the volume over and above the first £75.00 Multiplex spent (i.e. £100.00 spent = £75.00 MPX + £25.00 AFF)
<b>Cumulative Group Volume (CGV)</b>	:This is the total sales within your Personal Group since you began your business
<b>Personal Group</b>	:Your Personal Group are your Downline Distributors that are in a non Executive leg i.e. not an Executive or beneath an Executive.
<b>Leg</b>	:A leg is a Distributor who is front line to you i.e. personally sponsored by you and all of the Downline Distributors in that line.
<b>Multiplex Bonus</b>	:This bonus is paid on the first £75.00 PV spent by each of your Downline.
<b>Group Development Bonus</b>	:This bonus is paid on the Affinity part of the plan which is the volumes over and above the first £75.00 Multiplex.
<b>Executive Leadership Bonus</b>	:This is only payable once you have Executives in your Downline regardless wether or not they qualify.

**Upline/Downline**

:The term Upline refers to your Sponsor and their Sponsor and so on up the line, the term Downline refers to all the Distributors in your organisation beneath you.

**Volume Month**

:The Volume Month is the same as a calendar month but the closing date may vary if the last day falls on a weekend or bank holiday. (Refer to your Prime Time magazine for these dates).

**Ranks**

:These are the different levels that a Distributor must work their way up in order to achieve greater rewards from their business.

**Executive Leg**

:This is the term given to a leg that has an Executive in it.

**Executive Qualified Leg**

:This is the same as the above term but the difference is that the Executive must have performed the necessary monthly qualification of £800.00 PGV of which £350.00 must be from Affinity Volume and their Personal £75.00.

## **The Ranking Levels and how to achieve them**

<b>11. Master Diamond</b>	:A Master Diamond is a Diamond who has four qualifying Diamond Ambassadors in separate legs.
<b>10. Senior Diamond</b>	:A Senior Diamond is a Diamond Ambassador or higher with three qualifying Diamond Ambassadors in separate legs.
<b>9. Double Diamond</b>	:A Double Diamond is someone who has eighteen qualifying Executive legs beneath them.
<b>8. Diamond Ambassador</b>	:A Diamond Ambassador is someone who has nine qualifying Executive legs beneath them.
<b>7. Ambassador</b>	:An Ambassador is someone who has seven qualifying Executive legs beneath them.
<b>6. Presidential Executive</b>	:A Presidential Executive is someone who has five qualifying Executive legs beneath them.
<b>5. Master Executive</b>	:A Master Executive is someone who has four qualifying Executive legs beneath them.
<b>4. Senior Executive</b>	:A Senior Executive is someone who has three qualifying Executive legs beneath them
<b>3. Executive</b>	:The level of Executive can be reached in the following two ways:  1. Obtain a group volume of £3000.00 in any one or two consecutive months.  2. Achieve £4500.00 CGV and then have a GV of £800.00 of which £350.00 must be made from Affinity Volume and PV of £75.00 or more.
<b>2. Manager</b>	:The level of Manager is obtained by achieving a CGV of £2000.00 and PV of £75.00.
<b>1. Supervisor</b>	:The level of Supervisor is obtained by achieving a CGV of £750.00 and PV of £75.00.
<b>0. Consultant</b>	:This is the starting rank and so there is no qualification criteria.

## The Multiplex Bonus Plan

The term Level in the following diagram refers to the depth in a leg that you get paid down to. For example:

**Julie (head of the Group level zero)**  
**Simon (level one)**  
**Daniel (level two)**  
**Marianne (level three)**  
**Mark (level one)**

And so on...

MULTIPLEX DEVELOPMENT AND LEADERSHIP BONUSES											
personal volume .....	40PV	75PV	75PV	75PV	75PV	75PV	75PV	75PV	75PV	75PV	
size of downline organisation .....			with four to six qualified legs*		with seven to eleven qualified legs*		with twelve+ qualified legs*				
LEVEL ONE	7%	10%	5%	+2%	-7%	5%	+4%	-9%	5%	+6%	-11%
LEVEL TWO	7%	10%	10%	+2%	-12%	5%	+4%	-9%	5%	+6%	-11%
LEVEL THREE	7%	10%	10%	+2%	-12%	10%	+4%	-14%	10%	+6%	-16%
LEVEL FOUR	7%	10%	10%	+2%	-12%	10%	+4%	-14%	10%	+6%	-16%
LEVEL FIVE	7%	10%	10%	+2%	-12%	10%	+4%	-14%	10%	+6%	-16%
LEVEL SIX	5%		5%	+2%	-7%	10%	+4%	-14%	5%	+6%	-11%
LEVEL SEVEN									5%		-11%
				+2%			+4%			+6%	
				UNLIMITED BONUS			UNLIMITED BONUS			UNLIMITED BONUS	

The above table shows that if a Distributor spends £40.00PV in a volume month, then they are entitled to receive a 7% bonus on the first £75.00 MPX on all their Downline Distributors to level five in the leg, and a 5% bonus on the person at level six. If a Downline Distributor spent for example £37.49 MPX, then you will still get the full seven or five percent bonus on that amount, regardless of the fact that the Distributor did not achieve a full £75.00 MPX.

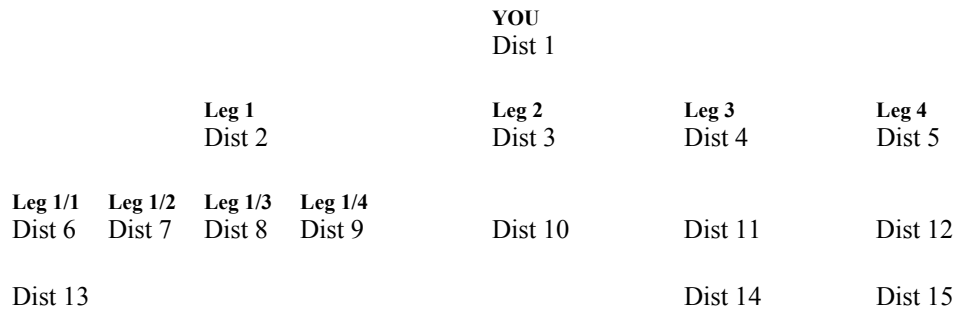
If you achieve a personal volume of £75.00 or more then you will receive the full Multiplex bonus of 10% down to level five in each leg.

If your leg was ten people deep and only five people in that leg actually achieved any form of Multiplex volume, then even if the Distributor was at actual level 10 but was the fifth person to order then they would be paid on as Multiplex level five. (This is termed as Compression of your Downline) You are not penalised therefore if the first five people in the leg failed to order, (refer to the diagram below).

Actual level	Distributor	Volume	Multiplex Paid Level
0	You	£75.00	This is your own qualification
1	Simon	£0.00	
2	Dan	£0.00	
<b>3</b>	<b>Mark</b>	<b>£75.00</b>	<b>Level 1</b>
<b>4</b>	<b>Marianne</b>	<b>£75.00</b>	<b>Level 2</b>
5	Sophie	£0.00	
<b>6</b>	<b>Lynne</b>	<b>£75.00</b>	<b>Level 3</b>
7	Brenda	£0.00	
<b>8</b>	<b>Jane</b>	<b>£75.00</b>	<b>Level 4</b>
9	Maureen	£0.00	
<b>10</b>	<b>Melvyn</b>	<b>£75.00</b>	<b>Level 5</b>

**Infinity Bonuses** (Also known as an Unlimited Bonus)

Once you have between four and twelve qualifying Multiplex legs (a leg in which at least one person has ordered a minimum of £75.00 PV) then you become eligible for an unlimited bonus. The amount of this bonus varies on how many legs that are qualified. If you have got between four and six Multiplex qualified legs then you become eligible for an additional 2% unlimited bonus throughout your legs. The table below demonstrates this and it also demonstrates that if a distributor in your Downline also qualifies with say four Multiplex legs then they block the Unlimited bonus from everyone beneath them.



Each Distributor has £75.00 PV.

Distributor 1 receives : 7% on Distributors 2,3,4,5 (basic 5% + 2% Unlimited)  
 12% on Distributors 10,11,12,14,15 (10% + 2%)  
 10% on Distributors 6,7,8,9,13 (Unlimited bonus blocked by Distributor 2 qualifying at same Multiplex rank as you)

Distributor 2 receives:  
 7% on Distributors 6,7,8,9 (basic 5% + 2% Unlimited)  
 12% on Distributor 13 (10% + 2%)

When an Unlimited bonus is blocked it is only blocked on the leg in which the Distributor qualifies, the remaining legs will still be paid with the unlimited bonus. You still get paid through to level 5 on a blocked leg on the normal side of the plan. It is only the added 2% that gets stopped.

This same principal applies to the other two Multiplex levels where the unlimited bonus is increased accordingly. If you qualify with twelve Multiplex legs and someone front line to you qualifies with four, then you will still get the unlimited bonus but it becomes what we term as partially blocked, i.e. you receive the 6% unlimited bonus on all the other legs but on the leg where someone say qualified at Multiplex level three you would lose 2% as they are being paid that 2% and you receive a 4% unlimited bonus on that leg.

**Affinity Bonus**

AFFINITY GROUP DEVELOPMENT BONUS			
<b><u>EXECUTIVE</u></b>	3000 PGV in any one or two consecutive months or 4500 cumulative PGV with 800 PGV in qualifying month	20% Personal Rebate	
<b><u>MANAGER</u></b>	2000 cumulative PGV	15% Personal Rebate	5% Override On Manager Group
<b><u>SUPERVISOR</u></b>	750 cumulative PGV	10% Personal Rebate	5% Override On Supervisor Group
<b><u>CONSULTANT</u></b>		0% Personal Rebate	10% Override On Consultant Group
		15% Override On Consultant Group	20% Override On Consultant Group

The above table demonstrates the percentages that you are eligible to receive your bonus payments at according to what rank you currently hold.

As a **Consultant** you are not entitled to a bonus from the Affinity side of the plan but you are able to still generate a cheque from the Multiplex side.

As a **Supervisor** you are entitled to 10% of your Affinity volume and up to 10% that your personal group generate, and you also receive a 10% override on any Consultant groups that you have. If however you have a Consultant who is frontline to you, and a Supervisor beneath them, then you will only receive the bonus on the Consultant. This is because if a Distributor qualifies at the same rank or higher than yourself then you do not receive a bonus on that Distributor, or any other Distributors in the remainder of that leg beneath them.

As a **Manager** you are entitled to receive 15% of your Affinity volume that you generate and up to 15% that your personal group generate, you also receive a 5% override on any Supervisor groups and 15% override on any Consultant Groups. Again if you had a Consultant headed group that had a Supervisor further down it would differ slightly. The



The Executive leadership bonus begins as soon as you have an Executive in your Downline, they do not need to qualify each month for you to receive this bonus but you yourself must qualify in order to receive this payment. The base percentage is a 5% override on the Executives entire Personal Group Volume. This can be increased with an unlimited Bonus but this is only achieved when you have three plus Qualifying Executive Legs.

As a Senior Executive which is when you have three Executives Qualifying in the same month in three separate legs, you become eligible for an extra 3% unlimited bonus throughout your entire Downline organisation provided that a leg is not blocked by someone qualifying at the same rank as you. This 3% unlimited bonus is only applicable to the Affinity volumes in your Downline.

The above rule is the same for the other unlimited bonuses, the further in the rank you are. Again as with the multiplex plan if you were for example a Diamond Ambassador receiving the 8% unlimited bonus, and had a Master Executive in your line, then you would still receive the 8% on them but as they are collecting the 4% unlimited bonus on their Downline, you as the Diamond Ambassador would only receive 4% on the rest of the Master Executives line.