

The Shaklee Dream Plan: The 9 Ways You Earn

☑ 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 you personally sell, you **earn a \$150 GOLD Bonus**. For each 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 MyBusiness 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.

‡ All capitalized terms are defined in the Statement of Privileges and Responsibilities of Shaklee Family Members (“P&R”), available on MyShaklee.com.

† You must be a Distributor or higher and have a minimum of 100 Personal Volume to qualify for Personal Group Bonuses.

5. ***FastTRACK* Bonuses***

FastTRACK is a supercharged CAREER path that gives new Shaklee Business Leaders the ability to **earn up to \$89,000** in *FastTRACK* bonuses, on top of all other compensation*. It is an incentive program to reward NEW Leaders for achieving rapid growth through the Shaklee Dream Plan. First build to 2000 Personal Group Volume ("PGV")—once you achieve Director Rank, your *FastTRACK* clock begins. Then, achieve higher ranks to begin earning cash awards.

6. **Incentives**

Similar to the Power Bonus point system, you can earn points in our 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, you earn a **monthly bonus** on the volume of **each Business Leader in your organization, up to six generations**, depending on your rank.

9. **Infinity Bonuses**—beginning with the rank of Senior Coordinator.

Infinity Bonuses are earned **monthly up to 8%** on the volume of **ALL** Leaders in your organization **to infinity**, based on your rank and the rank of your Leaders. 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

- Earn 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 \$1,049 SUPER GOLD PAK = **\$150 GOLD Bonus.**
- Sponsor a Gold Ambassador with a \$649 GOLD PLUS PAK = **\$100 GOLD Bonus.**
- Sponsor a Gold Ambassador with a \$349 GOLD PAK = **\$50 GOLD Bonus.**



■ Why sponsor Gold Ambassadors?

Gold Ambassadors:

- Are more business minded
- Use 7 times more product each month
- Place 5 times more orders
- Sponsor 13 times more people

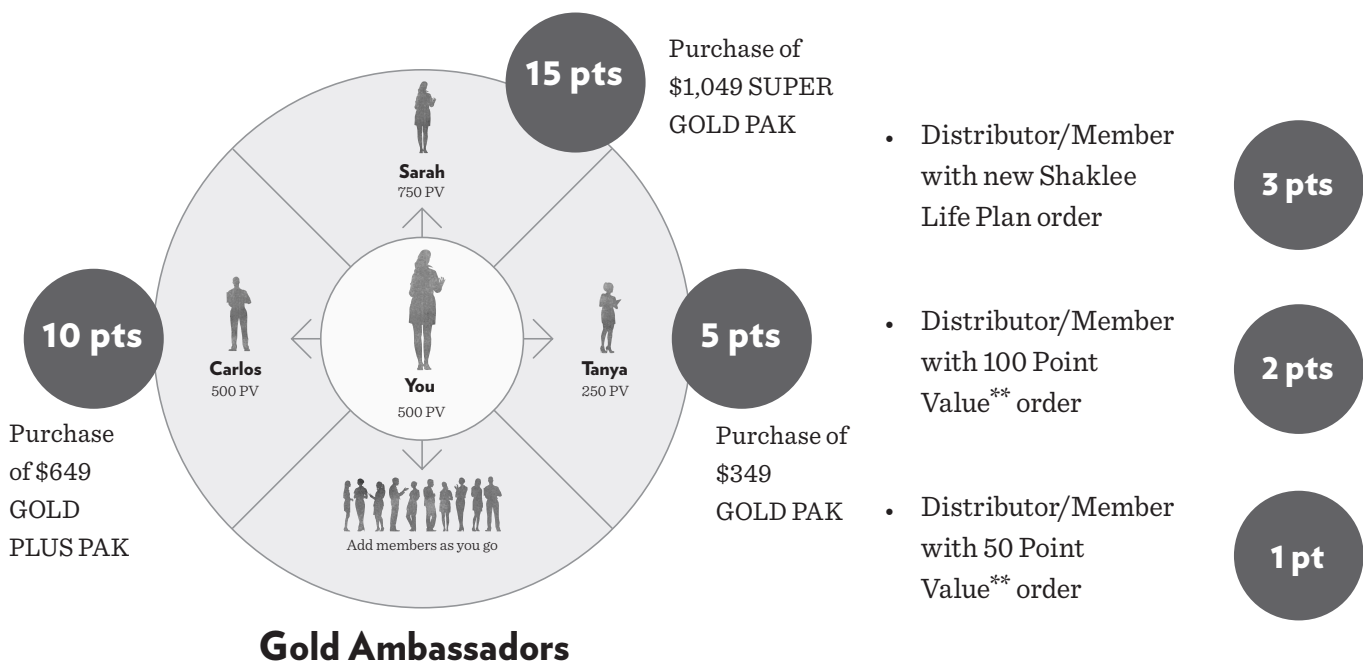
* Sign up for direct deposit and Shaklee will automatically deliver your **GOLD Bonuses directly to your bank account weekly**. You must be a Gold Ambassador to earn Gold Bonuses. To learn more, go to MyShaklee.com and enter “direct deposit” in the Search function.

2. Power Bonuses*

What makes Power Bonuses so powerful is that they accumulate when you sponsor Both Members and Distributors. Shaklee wants you to earn as quickly as possible for All your work. These Bonuses are the most powerful incentives in the Dream Plan for new builders.

- Earn immediate money, paid 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 point system
- Accumulate 15 Power Bonus points and you get \$150!
- How you earn Power Bonus points—each time you PERSONALLY sponsor the following:
 - **15 points** for each new Gold Ambassador with a **SUPER GOLD PAK**
 - **10 points** for each new Gold Ambassador with a **GOLD PLUS PAK**
 - **5 points** for each new Gold Ambassador with a **GOLD PAK**
 - **3 points** for sponsoring someone with a New Shaklee Life Plan
 - **2 points** for sponsoring someone with the **New Distributor Welcome Kit** or the **New Member Pack**, plus an order with a **minimum Point Value (PV) of 100****
 - **1 point** for sponsoring someone with the **New Distributor Welcome Kit** or the **New Member Pack**, plus an order with a **minimum Point Value (PV) of 50****

Available in your first three months in Shaklee***



*A Member must become a Distributor to be eligible to earn Power Bonuses.

[†]Must be signed up for direct deposit to be paid weekly.

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

***And three additional months each time you move up in Business Leader rank, beginning the month of the effective date of 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

\$300

That's enough to cover the cost of the \$349 GOLD PAK when you add in the additional earnings for Personal Group Bonus.

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

GOLD Bonuses = \$300

+

Power Bonuses = \$300

\$600

That's enough to cover the cost of the \$649 GOLD PLUS PAK when you add in the additional earnings for Personal Group Bonus.

- There's no limit to the number of Power Bonuses you can earn during the months you are eligible!*
- And there is no 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 three additional months each time you move up in Business Leader rank, beginning the month of the effective date of promotion.

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 **Point Value (PV)** on which bonuses are calculated. Each time a product is sold, you get PV on the sale of the product.



For Example:
Shaklee Life Plan

Suggested Retail Price (SRP):
\$287.35

Member Price (MP):
\$244.25

Director Price (DP):
\$210.70

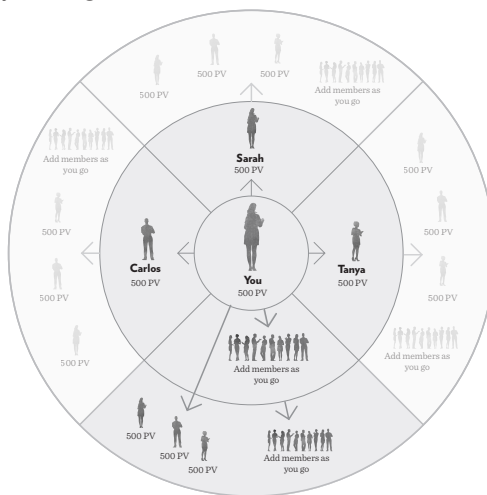
Point Value (PV):
166.67

Difference between prices is called Price Differential

- How Price 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 important because most of the ways you make money in Shaklee are based on Point Value.


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.



Using 3 & 10 allows you to build balance into your organization.
Balanced growth = Motivated Distributors and excited customers.

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

Your Personal Group Volume (PGV)  Your Personal Purchases + Your Customers' Purchases + Your Distributors' Purchases	Up to 4% for 250 Personal Group Volume	Distributor
	Up to 8% for 500 Personal Group Volume	
	Up to 12% for 1000 Personal Group Volume	Associate*
	Up to 14% for 1500 Personal Group Volume	
	Up to 20% for 2000 Personal Group Volume	Director

- Qualify for the rank of Director at 2000 Personal Group Volume with a Personal Group Volume 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 be a Distributor

*This is the Shaklee title at 1000-1999 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 you bring into your Personal Group.

■ See what happens:

If **YOU** are
an Associate



YOU EARN
12% - 14%

On **YOUR** Members' volume*!

If **YOU HAVE** an Associate in your
group and **YOU** become a **Director**



YOU EARN
20%

On **YOUR** Members' Volume*!

■ You put yourself on track to earn a Car Bonus toward 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 (CV†) over six months in your first 12 months as a Director, 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!

* Personal Group Bonuses are paid differentially, which means you earn the difference between the percentage you qualify for and the percentage qualified for by a Distributor or Associate in your Personal Group.

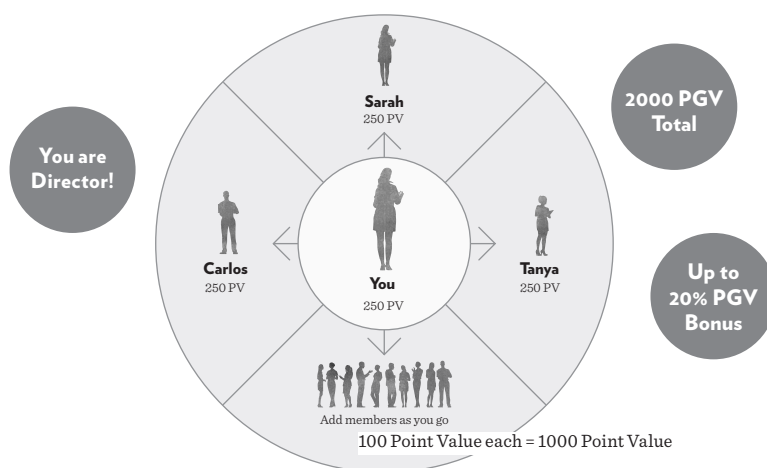
**Three-month qualification period applies. See the 2015-2016 Incentives Booklet.

† 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.

✓ 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 if you sponsored as a Gold Ambassador and subsequently sponsored three Gold Ambassadors and 10 Members. This also assumes your Member orders average 100 Point Value each.



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

3 GOLD Bonuses—\$349 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)		
Total:		\$872.25

■ 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 Members 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 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, of which 100 must be personal.**

* Assumes no Personal Group Bonus payments to Distributors and Associates in your Personal Group.

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.)

5. *The FastTrack* Program*

- Offers you the opportunity to earn EXTRA money for reaching specified Leadership ranks within a “fast-track” timeframe.* This program is optional, but the income offered is so spectacular that it is worth your time and energy to shoot for it.

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—be a first-time Director in the Dream Plan and earn a total of 18000 CV in any six consecutive month period within your first year as a Director.**
 - **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!**
- Qualify for fabulous trips and prizes with the Points Program*
 - **Earn points while you build your business:**
 - > **For personally sponsoring people** with a product order of 50 PV or more
 - > **For new rank achievement**
 - > **For increasing your Personal Group Volume**
 - > **For developing Business Leaders in your organization**
 - **Earn spectacular trips to a luxurious resort location 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***
 - > **The Top Achievers International Trip***



New Directors Conference
Shaklee World Headquarters
Pleasanton, CA



Dream 2016 Incentive Trip
Los Cabos, Mexico
April 10-15, 2016



2016 Top Achievers International Incentive Trip
Tuscany, Italy
June 3-8, 2016

*For more information about points you can earn and *FastTRACK* see the 2015-2016 Incentives Booklet on 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) in the 2015-2016 Incentives Booklet.)
- **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** 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)	Monthly Car Bonus
Senior Coordinator	7000 Car Volume (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your two 1st Generation Leaders)	\$375/\$325**
Senior Executive Coordinator	9000 Car Volume (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your three 1st Generation Leaders)	\$450/\$400**
Senior Key Coordinator	13,000 Car Volume (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your five 1st Generation Leaders)	\$500/\$450**
Master Coordinator	15,000 Car Volume (your 3000 Personal Group Volume and 2000 Personal Group Volume maximum from each of your six 1st Generation Leaders)	\$600/\$500**
Presidential Master Coordinator	Keys to a Luxury Car!	



*The Shaklee Car Bonus is a bonus that must be applied to the monthly car payment of a new or certified pre-owned (with a model year within the last three years) vehicle. Refer to the 2015 – 2016 Incentives Booklet on MyShaklee.com for complete details

**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 depending on your rank. The higher their PGV, the more income you generate from your Leadership Bonuses.

- See how that works.

As a Senior Director, you earn a 6% bonus based on the Personal Group Volume of the 1st Generation Leaders you develop. Also, you earn 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 *P&R* for the full range of Leadership Bonus percentages and requirements for the upper ranks in Shaklee. Just know: You can be paid from two generations for Sr. Director to four generations deep for Key Coordinator, to up to six generations deep for Senior Master Coordinator and Presidential Master Coordinator. That can amount to significant income.

- 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.

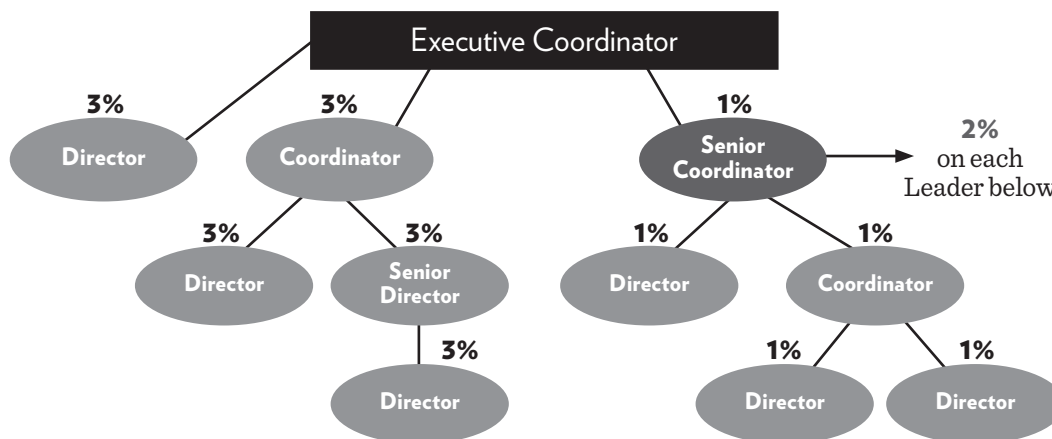
Infinity is the most important part of the Dream Plan. Infinity is Shaklee's way of rewarding you for absolutely everything you create. What makes it so powerful? Imagine your business in 47 years, when you will or sell it to your grandkids and they start building on what you've created. Can you imagine the depth of an 47 year old organization that is 8,9, or even 12 levels deep? Shaklee can, and that's why Infinity exist.

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

- How Infinity Bonuses are calculated and paid: Infinity Bonuses are paid differentially. A Business Leader is paid the difference between the percentage they qualify for and the percentage their downline Leader qualifies for. 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 up to 50% or MORE on your Leaders.** Instead of 6% (Leadership Bonuses), you get 9% (up to additional 3% Infinity Bonuses) on 1st and 2nd Generation Leaders—and a total of 7% (4% Leadership + up to 3% Infinity Bonuses) on your 3rd Generation Leaders, and that doesn't count the ongoing up to 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.

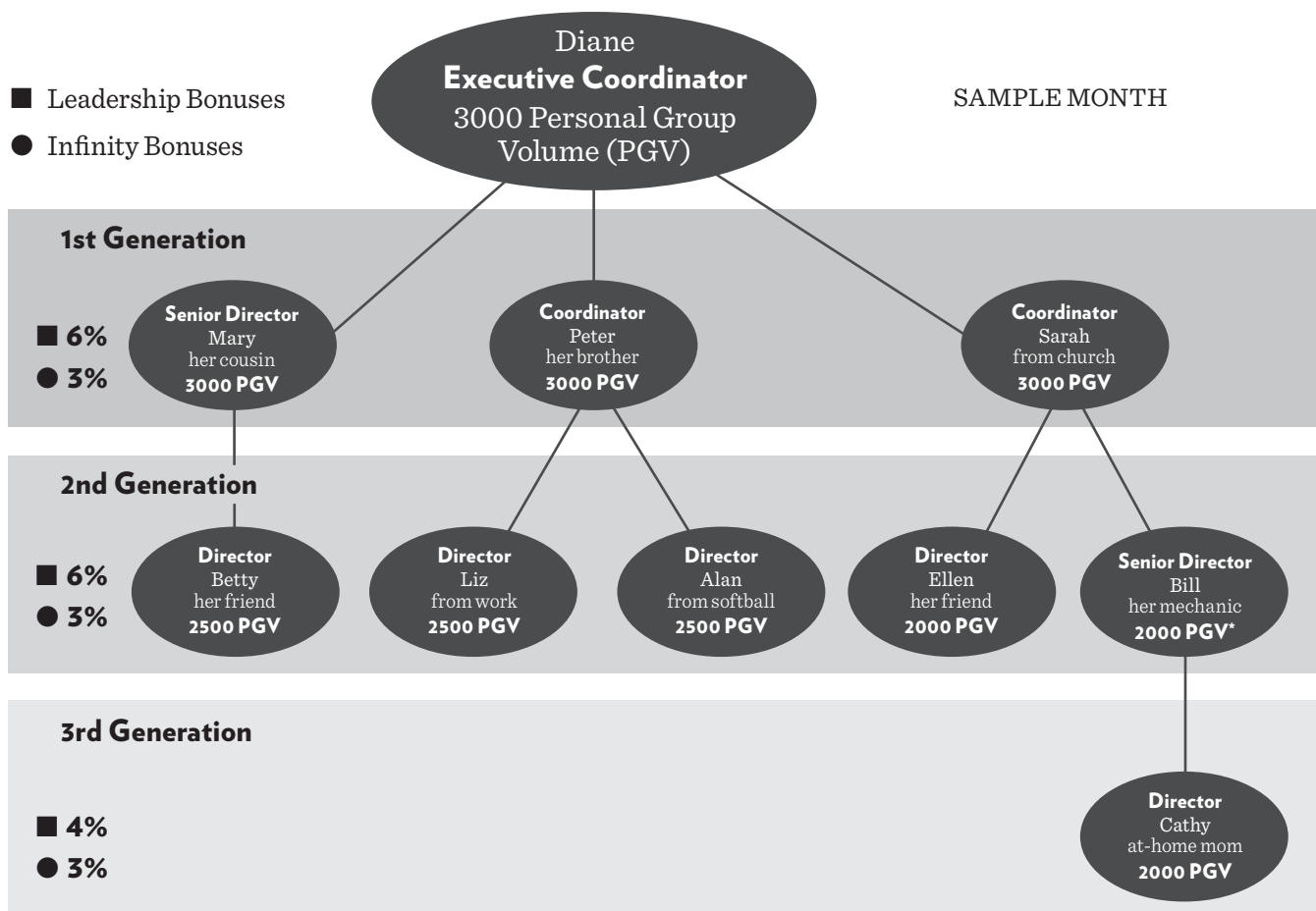


The Power of Leadership and Infinity Bonuses

■ Leadership Bonuses

● Infinity Bonuses

SAMPLE MONTH



INCOME for Diane

TOTAL

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

*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.



