

Together We Can!



LLN

**Lifelong
Learning
Network**

**Lifelong Learning Network, Inc.
Marketing and Compensation Program**

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cooplearning.org**

Definition of Terms:

Associate

A person who has completed the Agreement and Terms Application and paid the \$432.00 yearly subscription price is an active member in the company.

Active Associate

An Associate who has paid the \$432.00 yearly subscription price, completed the Agreement and Terms Application, and is selling subscriptions.

Bonus

Money paid upon reaching designated gross sales volumes in addition to regularly earned commissions. It is a one time compensation payment designed as an incentive for the Associate to reach various sales levels.

Commission

Per cent paid on Associate product sales. It currently is 10%+ of \$432.00 which equates to \$45 commission for each direct sale an associate makes. Commissions are paid on the 15th of each month for subscription applications and checks that reach the company by the 10th of the month.

Residual Income

Income you receive as a result of previous sales. As long as associates in your own personal organization continue to pay the yearly subscription price and renew each year you receive an income.

Remember: For each sold subscription the school receives \$75.00; the first money paid is always to the school!

The following information pertains to the subscriptions YOU personally sell and to the subscriptions the person you directly sold sells. This is to illustrate the importance of each subscriber selling 30 subscriptions. Naturally during all the time you are selling subscriptions many other transactions are taking place and you earn commissions on those sales also. However, the purpose of this section is to demonstrate the importance of building a solid foundation on which to establish your business. More information is available on the overall Compensation Program.

Each day Associates receive ***The People Information Network*** containing valuable information on a variety of topics — business, education, health, nutrition, cooking, hobbies, computers, technology, current affairs, medical research, human relations, communications, travel, etc.. For this service they pay a yearly subscription price of \$432.00. Everything is available on the website.

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All Associates have an equal opportunity to earn income once they subscribe to the program. Each person receives a monthly check for any commissions they have earned that month. They never have to distribute any of the products and they never share their check with anyone else. Each individual handles his/her own business. All sales are made by using a Direct Marketing Program. People helping People.

The key is that each Associate needs to sell 30 subscriptions. This number relates to education since many classrooms are based on 30 students. If teachers can handle 30 pupils associates can manage 30 other associates. Success for the school, and for the associate, depends upon selling 30 subscriptions.

Choose subscribers well. You need to work with each one to help them sell 30 subscriptions. Remember that they also need to sell 30 people for themselves so they can help the school earn money and also earn an income for themselves and for you. Make certain that your front line people understand the program and the services offered. *The People Information Network*, published each month, is the backbone of the company.

Once you have helped your 30 people each sell 30 subscriptions it is their turn to help their 30 people sell 30 people. Thus the process continues. It is important that you maintain close contact with your people to answer any questions they have and also to help them stay in touch with the people each of them has sold. Therefore, the number 30 is magic for you. It is a manageable number and one that you can service. Our goal is to help each other and to provide a valuable service to each Associate and to reward each Associate with a just compensation program while the school also makes money.

The commission plan is a percentage of the sales paid to Associates. A commission of \$45.00 results from each direct \$432.00 sale an associate makes. Eligibility requirement must be met and certain gross sales volumes may apply before bonuses are paid.

Some basic rules apply before compensations are paid. First, you must sell 5 subscriptions to receive your first bonus of \$100.00. Your commission checks are paid on the 15th of the month for all sold subscriptions that reach our office by the 10th of the month.

Chart 1 —Commission and Bonus

<i>Sold Subscriptions</i>	<i>One Time Bonus</i>	<i>Sales Commission</i>	<i>Total One Time Payout for 5 Sold Subscriptions</i>
5 Sold Subscriptions	\$100.00	5 x \$45.00 (10%+) = \$225.00	\$325.00

- **The school has earned \$375.00 from your 5 sold subscriptions!**

Remember that you are constantly working with these five people to help them sell subscriptions while you are also selling subscriptions for yourself. You will also receive your commission of the subscriptions sold by each person you got to subscribe. So in addition to earning a commission on the subscriptions you personally sell you also earn a commission on the subscriptions each one of the people you got to subscribe sell. Remember that the school is also making money as are other associates to whom you have sold subscriptions. This program is designed to be a win-win situation for everyone involved.

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When you personally sell 10 more new subscriptions you receive another bonus. For selling an additional 10 new subscriptions you get a \$150.00 bonus. You have now earned \$925.00 in bonuses and commissions. Not only have you paid for your own subscription of \$432.00 but you have a profit of (\$925.00 minus \$432.00 =) \$493.00 (profit).

Each of the 15 subscribers you sold are selling subscriptions and earning the same bonuses and commissions as you are earning. But now you are also receiving commissions on each subscription they sell. The school is earning \$75.00 for each sold subscription. Together we are all earning an extra income.

Chart 2 —Commission and Bonus

<i>10 New Personally Sold Subscriptions Total of 15 Sold Subscriptions</i>	<i>One Time Bonus</i>	<i>Sales Commission</i>	<i>Total One Time Payout on 10 New Subscriptions</i>	<i>Total Bonuses and Commissions Paid for 15 Personally Sold Subscriptions</i>
10 new sold subscriptions	\$150.00	10 x \$45.00 (10%+) = \$450.00	\$600.00	(\$925.00)

- **The school has earned \$750.00 from your 10 additionally sold subscriptions!**

Remember that the number 30 is your key to success. These are the people that you directly influence and contact frequently. You personally sold them their subscription. They represent your gateway to financial success not only for you but for the school. That is critical for you. These people need to sell 30 subscriptions for you to earn a commission on their sales. You are making a profit. The school is making money. Your sold associates are making money. We are in a win-win situation.

By selling 30 subscriptions you will succeed. You need to motivate, encourage and serve these Associates so that they in turn sell 30 subscriptions and do the same for their 30 people. With that plan we all win. Lifelong Learning Network will do its part by providing each person with quality, current information in ***The People Information Network*** packet. Everyone will receive outstanding researched materials. Promoting and marketing is your responsibility. Working with your 30 people fosters success for the school, for those you sold and for you.

Helping your 30 people promote the program guarantees your compensation increases and the school makes money. Special bonus incentives continue throughout the program for reaching specific gross sales levels. Most likely you did not personally sell these additional associates but someone in your personal family group did, and you receive credit. This means additional moneys for you, for other associates and for the school. Remember that over 53% of all moneys received are paid out in commissions and bonuses. A little arithmetic can help you realize that once you have reached this level you have paid for the entire year of ***The People Information Network*** packet and you are making money, other associates are making money and the school is making money.

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Chart 3 — Commission and Bonus

15 New Personally Sold Subscriptions Total of 30 Sold Subscriptions	One Time Bonus	Sales Commission	Total Commissions and Bonus for 15 New Sold Subscriptions	Total Bonuses and Commissions Paid for 30 Personally Sold Subscriptions
15 New Personally Sold Subscriptions	\$325.00	15 x \$45.00 (10%+) = \$675.00	\$1,000.00	(\$1,925.00)

- **The school has earned \$1,125.00 from your 15 additionally sold subscriptions!**

Once you sell 30 subscriptions you are already successful. Now you can continue to sell more subscriptions and work with your 30 sold subscribers to help them sell subscriptions. Remember all this happens by keeping in constant communication with your 30 key people and they in turn keep in touch with their 30 people. This is how the win-win situation becomes a reality and everyone, especially the school, makes money. Once your 30 people each sell 30 subscriptions that is 900 subscriptions on which you get a commission. Your commission on 900 sold subscriptions is 900 x \$40.00 for a total commission of \$36,000.00.

Chart 4 —Commission and Bonus

Your 30 People Sell 30 Subscriptions Each	One Time Bonus	Sales Commission	Bonus and Commissions for 900 New Subscribers
Your 30 Subscribers Sell 30 Subscriptions each for 900 Sold Subscriptions	\$14,000.00	900 x \$40.00 (10%+) = \$36,000.00	<u>\$50,000.00</u>

- **The school has earned \$67,500.00 from these 900 sold subscriptions!**

Your key organization now has a total of 930 Associates. You have received your one time bonus checks of **\$14,575.00**. You have received commission checks of **\$37,350.00**. You have earned **\$51,925.00**. All because of your initial investment - **\$432.00**. What an excellent return on your investment. As long as those subscribers renew each year you continue to receive commissions each year. To continue qualifying for these commissions each subscriber must renew their yearly subscription. The school is earning commissions, the associates are earning commissions and you are earning commissions. A truly win-win situation.

Again, maintain your communications with the front line of 30 Associates. Success depends upon each Associate giving faithful service to these people. By managing this workable number of people everyone benefits. Certainly the commissions you are earning by this time are paid on sales others have made but you are indirectly responsible for that happening. Therefore you are rewarded also. You may have no idea who 700 of the people are, but by working with your 30 people you are making money, other associates are making money and the school is making money. Direct marketing works because everyone has an equal opportunity to make money.

This marketing plan depends upon your relationship with 30 key people. The first 30 are people you may know very well and with whom you can communicate openly, directly and honestly. You work with them to promote 30 people, 30 people that they know and trust. Thus the network continues. Everyone benefits: first from receiving ***The People Information Network*** each and

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every month; and secondly by being compensated for their efforts. Establishing a strong network with your 30 front line people will help your personal organization to grow. For an initial investment of \$432.00 for *The People Information Network* you are establishing your own business.

From this point forward residual income becomes a reality. Residual income is commissions earned because you made this gross sales position. Now you have hundreds of other associates earning commissions, you earn commissions, and the school is making money. All this is a reality because of your ground work to sell 30 subscriptions. Your faithful work is paying off. Remember that you made 30 basic sales presentations. That is the key to success. You don't repeat those presentations. Everyone is now earning money and as long as you communicate with your 30 people and they in turn keep in touch with their 30 people everyone is in a winning situation.

Remember that those new 900 subscribers are working to sell 30 subscriptions each. As they sell their subscriptions one at a time you are also receiving a commission on those sales. When each of the 900 sell 30 subscriptions each you now have 27,000 new subscribers on which you earn a commission. That is a potential for significant money! YES, that really is attainable. Always remember that 30 is the magic number. Sell 30 subscriptions. Sell more and increase your income.

The company keeps all the financial; records for you and checks are issued monthly. You may receive printouts of your personal organization. Residual income becomes a reality only if the initial groundwork is solid. The people now earning commissions are because of your initial efforts to sell 30 people. Because of you there may be thousands in your organization, all of whom are earning money and the school benefits from each sale. Understand that it was possible because of your courage to help the school earn money. Your financial success is assured. People helping people to make private education affordable.

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The following chart is a brief overview of the commission schedule. It is straight forward and easy to follow. A detailed Marketing and Commission schedule is available which shows the financial possibilities. Your efforts on selling 30 subscriptions can pay off significantly for YOU. In effect, you have a company with 30 employees who work independently on their own initiative!

Chart 5 —Commission and Bonus

<i>Revenues on one paid subscription</i>	\$432.00	<i>Each subscription cost \$432.00</i>
School	\$75.00	School always receives \$75.00 for each sold subscription
COMMISSIONS PAID		
Seller	\$45.00	YOU earn \$45.00 for each subscription you directly sell
First	\$40.00	YOU earn a \$40.00 commission for each subscription your directly sold people sell
Second	\$35.00	YOU earn a \$35.00 commission for each subscription this group sells
Third	\$15.00	YOU earn a \$15.00 commission for each subscription this group sells
Fourth	\$6.00	YOU earn a \$6.00 commission for each subscription this group sells