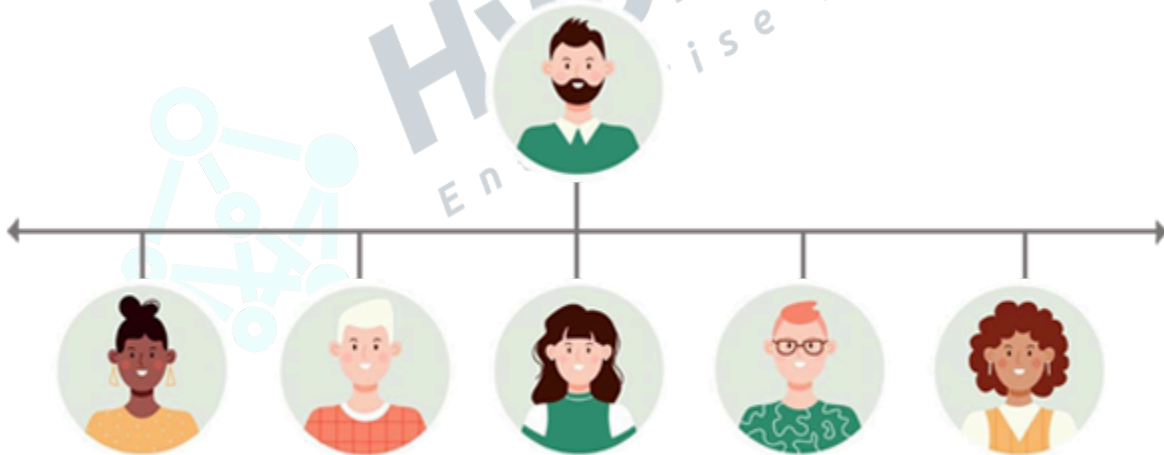


Unilevel MLM Plan

The [Unilevel MLM Plan](#) is a simple and effective network marketing structure where distributors can recruit unlimited frontline members. Commissions are based on the sales generated by their team, usually across several levels, making it easy to understand and manage.

This plan is ideal for businesses that want to focus on straightforward team building and transparent income distribution. By allowing unlimited direct recruits, it encourages distributors to grow their network without complexity, ensuring a fair and scalable system for all participants.

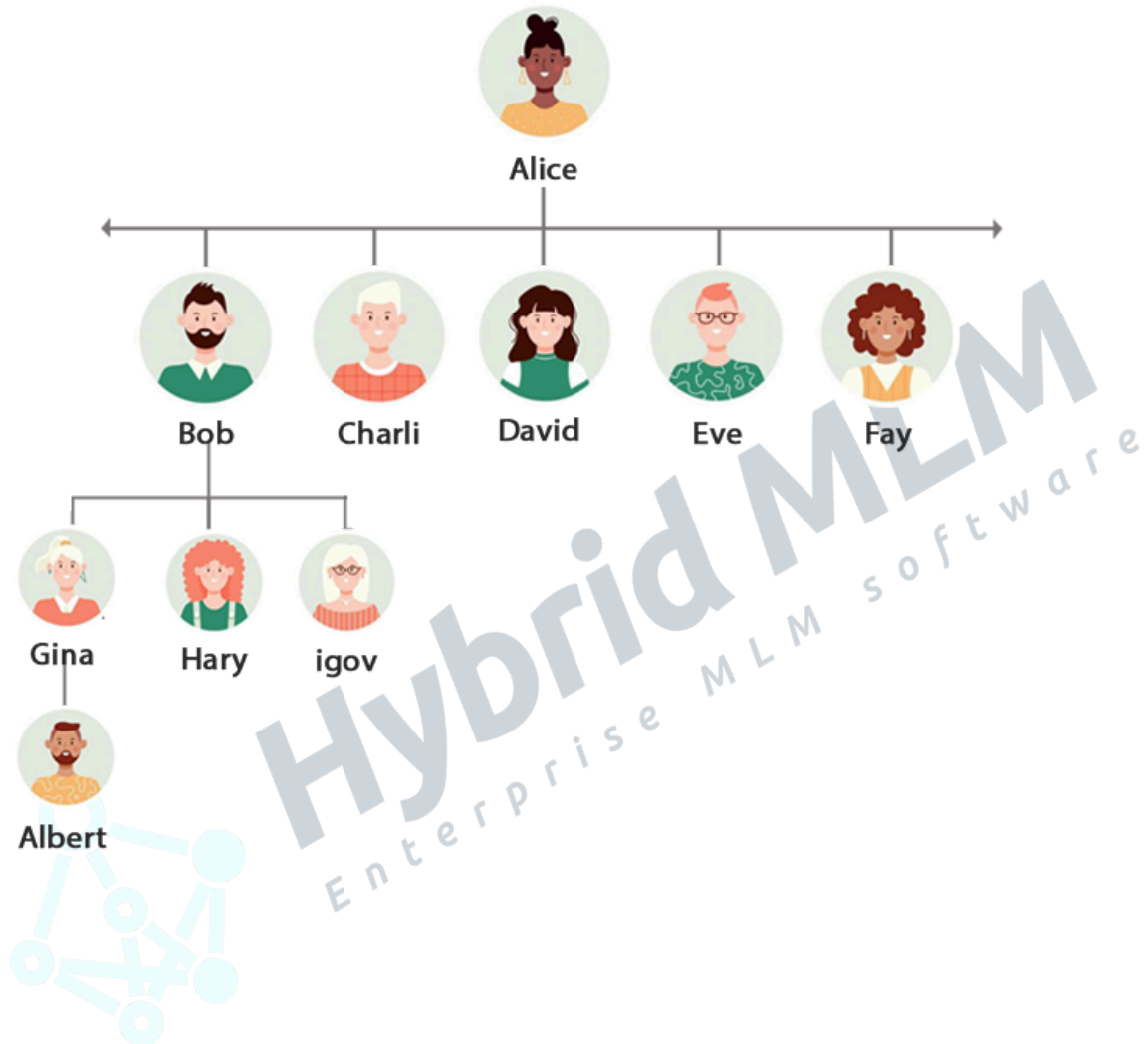


Key Terms in Unilevel MLM Plan

1. **Frontline Members:** Direct recruits of a distributor, all placed on the same level (first level).
2. **Downline:** The network of members under a distributor, including both direct and indirect recruits across multiple levels.
3. **Levels:** The horizontal layers in the structure, representing how deep the network extends. Typically, commissions are paid on sales within a fixed number of levels.
4. **Unlimited Width:** A feature allowing distributors to recruit an unlimited number of frontline members without restrictions.
5. **Commission:** Earnings calculated based on the sales volume or performance of a distributor's downline within eligible levels.
6. **Sales Volume (SV):** The total sales generated by a distributor's network, often used to determine commissions.
7. **Genealogy Tree:** A visual representation of the entire distributor network, showing relationships between members.
8. **Retention:** Efforts to maintain and support distributors within the network to ensure stability and consistent growth

How the Plan Works

In the Unilevel MLM Plan, each distributor can recruit an unlimited number of direct members, referred to as frontline members. These frontline members are placed on the first level directly below the sponsor. As each distributor continues to recruit new members, their downline expands horizontally, and commissions are based on the sales generated from their downline across a set number of levels



Example:

Let's say Alice is a distributor who joins the Unilevel MLM Plan. She recruits 5 people: Bob, Charlie, David, Eve, and Fay. These 5 people are placed on her first level (frontline).

- Level 1: Bob, Charlie, David, Eve, Fay (5 direct recruits of Alice).
- Level 2: If Bob recruits 3 people (e.g., Gina, Harry, and Igor), they will be placed under Bob, making them part of Level 2 in Alice's network.
- Level 3: If Gina recruits more members, they will be placed under Gina, forming Alice's Level 3.

Now, let's consider how commissions work

Referral Bonus / Sponsor Bonus

In a Unilevel MLM plan, Referral Bonus or Sponsor Bonus typically refers to a commission or bonus earned by a distributor when they personally sponsor (recruit) someone into the network. These bonuses are usually a one-time payout given to the sponsor for successfully enrolling a new member into the system

How it Works

- When Alice recruits a new distributor, she earns a Referral Bonus for sponsoring that person (for example, Bob).
- The amount of the referral bonus may vary depending on the company's compensation structure and could be a fixed amount or a percentage of the recruit's initial purchase or enrollment fee.

Referral bonus amount

- The Referral Bonus is often higher than the commission earned from lower levels because it rewards the sponsor directly for acquiring a new distributor or customer.
- It may be a flat fee (e.g., \$50) or a percentage of the enrollment or first purchase amount (e.g., 10% of Bob's initial purchase).

Example

- Example 1: Alice recruits Bob into the Unilevel plan, and Bob pays a \$100 enrollment fee. Alice might receive a Referral Bonus of \$20 (20% of Bob's fee) as a reward for bringing him into the system.
- Example 2: If Alice recruits Bob, who then buys a product worth \$500, Alice could earn a Sponsor Bonus of \$50 (10% of Bob's product purchase).

Purpose

- Referral Bonuses are intended to encourage distributors to actively recruit others into the MLM program and grow their network.

- These bonuses are typically structured to be more lucrative than ongoing commissions from deeper levels to provide immediate financial rewards for successful recruiting.

Level Commission

Level Commission is the money a distributor earns from the sales made by the people in their downline, organized by levels. The first level includes the distributor's direct recruits, while the following levels include recruits of those direct recruits. The commission usually gets smaller as the levels go deeper, but the distributor earns from all levels in their downline, allowing them to earn passive income as their network grows

How it Works

- In a Unilevel MLM plan, a distributor earns a commission based on their position in the network. Commissions are paid out to the distributor for the sales and purchases made by members of each level in their downline.
- For example, if Alice recruits Bob (Level 1), she earns a commission from Bob's sales. If Bob recruits Gina (Level 2), Alice will earn a commission from Gina's sales, and so on for deeper levels.

Level Commission amount

- In a Unilevel MLM plan, commissions are earned based on the levels in the distributor's downline
- Level 1 (Direct recruits): Alice earns 10% commission from sales made by people she directly recruits (e.g., Bob, Charlie, David, Eve, Fay).
- Level 2 (Recruits of direct recruits): Alice earns a smaller commission (e.g., 5%) from sales made by the recruits of her direct recruits (e.g., Bob recruits Gina).
- Level 3 (Recruits of Level 2): Alice earns an even smaller commission (e.g., 2%) from sales made by recruits of Level 2 (e.g., Gina recruits Jane).

The commission percentage typically decreases as the levels go deeper, but Alice continues to earn from each level in her downline.

Purpose

- Incentivizing Network Growth: Level commissions incentivize distributors to not only recruit but also to support and help their downline succeed. As a distributor's network grows, they can continue earning from multiple levels.
- Passive Income: Distributors earn a percentage from all the sales made by their downline, allowing them to benefit from the collective activity of their network

Fast Start Bonus

The Fast Start Bonus is a special incentive designed to reward new distributors or their sponsors for achieving specific milestones shortly after joining the MLM program. By encouraging swift action and engagement, this bonus helps distributors build momentum and set the foundation for long-term success.

How It Works

The Fast Start Bonus is a commission awarded to new distributors or their sponsors for achieving specific milestones within a set time frame, usually within the first 30, 60, or 90 days after joining the MLM program. This bonus is often tied to actions such as recruiting a certain number of members, achieving a sales target, or meeting both recruitment and sales goals.

Fast Start Bonus Amount

The bonus amount is configurable and depends on the goals set by the MLM business owner. It can be a fixed dollar amount or a percentage of the sales or recruitment achievements. For instance, the bonus might be \$200 for recruiting three new members and achieving \$1,000 in sales within the first 30 days.

Example

Alice joins the MLM program and successfully recruits three new members while generating \$1,000 in sales during her first 30 days. By meeting these criteria, Alice qualifies for the Fast Start Bonus and earns \$200 as a reward for her early success.

Purpose

The Fast Start Bonus is designed to motivate new distributors to take immediate action and actively engage with the MLM business. By rewarding early efforts, this bonus encourages distributors to build their network, drive initial sales, and create momentum. It helps set new recruits up for long-term growth and success within the business.

Rank / Rank advancement Bonus:

A Rank in an MLM plan refers to the distributor's level or position within the network based on their performance, such as sales volume, recruitment, or the number of people they've sponsored. As distributors meet specific criteria (like sales or recruitment targets), they advance through different ranks, such as Associate, Manager, Director, or Executive.

Rank Advancement Bonus amount

The Rank Advancement Bonus is a commission or reward given to a distributor when they achieve a new rank within the MLM structure. This bonus is designed to motivate distributors to work harder to progress through the ranks, often rewarding them with a one-time bonus or a percentage of sales once they hit a new rank.

Example:

- Alice starts as an Associate in the MLM program. After meeting the required sales and recruitment targets, she advances to the rank of Manager. Upon reaching this new rank, she receives a Rank Advancement Bonus of \$500 as a reward for her progress.
- Bob, a higher-ranking distributor, achieves the rank of Executive. His Rank Advancement Bonus might be a larger amount, such as \$1,000, based on the MLM company's structure.

Purpose:

The Rank Advancement Bonus encourages distributors to strive for higher achievements and develop their network. By rewarding distributors for reaching higher ranks, it promotes long-term commitment, motivates performance, and fosters a sense of accomplishment. The bonus structure can be tailored by the MLM business owner to align with specific business goals, rewarding distributors who show exceptional growth and leadership.

Note: The level commission can also be customized using rank, meaning higher-ranked distributors can earn level commissions from more levels or at higher rates, incentivizing them to grow their network and reach higher ranks

