

Put your *heart* into your career

To help you visualize Leadership, Creative Memories has created a Consultant to Unit Leader plan.

The Consultant to Unit Leader plan provides a month-by-month listing of recommended activities and goals to work toward the requirements of leadership. Combined with the Success Guidelines located in the Steppin' In training on CMC-Network, you have a clear road map for working your business.

The Consultant to Unit Leader plan is grounded in the solid business basics with proven results. Timing, goals and results will all be unique for each Consultant, but this plan is truly possible for any Consultant who works it consistently.

Note the right column of the Consultant to Unit Leader formula shows the money you can earn each month (your paycheck).

Also included with these documents is a Guide to Income Opportunities. This outlines the income potential on the way to Unit Leader and provides a clear view of where the money comes from in your Creative Memories paycheck.

Your Guide to Income Opportunities

Personal Sales Commissions:

30%-50% Consultant discount and sales rebates on all personal retail sales

Example: \$1,000 personal volume (PV)

**\$1,000 PV x 30% discount = \$300 personal volume (PV) commission monthly*
+ \$50 product certificate**

4 Get Togethers at \$250 OR 20 customers x \$50 average order

- The way you reach \$1,000 will depend on your event types, frequency, attendees
- An event with 8 guests x \$50 average order = \$400. Increasing attendance at your events can increase your sales/income by 25 percent or more, plus Hosts can earn their full rewards and you'll have more potential team members
- You receive a \$50 product certificate with orders of \$1,000 or more to spend on products of your choice

* Ordering \$1,500 or more adds sales rebates of up to 15%.

Personal Recruiting Bonus: Success Plan

New recruit activates in 30 days = \$100 to recruiter

New recruit activates in 90 days = \$50 to recruiter

Example:

Months 1-3: recruit 6 new team members

4 activate in 30 days – 4 x \$100 (30 day Success Plan bonus) = \$400

2 activate in 90 days – 2 x \$50 (90 day Success Plan bonus) = \$100

Months 4-6: recruit 6 more new team members

4 activate in 30 days – 4 x \$100 (30 day Success Plan bonus) = \$400

2 activate in 90 days – 2 x \$50 (90 day Success Plan bonus) = \$100

Personal Promotion Bonus:

Total additional bonus for promoting to new title = \$1,000

Month 5: first-time promotion to Unit Leader earns \$500 Leadership Promotion Bonus

Month 8: Maintenance of your Unit Leader title earns you a \$500 Leader Promotion Bonus

Personal Recruiting/Team Development Commissions:

8% Leader Commission on first-line commissionable sales

4% Leader Commission on second-line commissionable sales

1% Leader Commission on third-line commissionable sales

Example: \$4,000 total monthly group volume (GV)

\$3,000 GV x 65% = \$1,950 x 8% = \$156 UL group volume (GV) commission monthly

- With additional recruits, your group volume will increase, leading to a growing paycheck!

Put your heart into your career

CONSULTANT TO UNIT LEADER

Your Formula

Your Paycheck

Month 1:

Your monthly personal business

\$1,000 personal volume (PV)
2 new recruits – 1 activates in 30 days
1 activates in 90 days

PV Commission \$300
SP Bonus \$100
\$ 50

Total month 1 **\$450**

Plus a \$50 product certificate

Month 2:

Your monthly personal business

\$1,000 personal volume (PV)
2 new recruits – 1 activates in 30 days
1 activates in 90 days

PV Commission \$300
SP Bonus \$100
\$ 50

Total month 2 **\$450**

Plus a \$50 product certificate

Month 3:

Your monthly personal business

\$1,000 personal volume (PV)
2 new recruits – 2 activate in 30 days (\$100 x 2)

PV Commission \$300
SP Bonus \$200

Total month 3 **\$500**

Plus a \$50 product certificate

First-line development: *Months* 1-3



Six Consultants Join Team

4 recruits activate in 30 days • 2 recruits activate in 90 days

Your team business

UL Qualification:

Goal is 6 activated recruits and \$3,200 group volume (GV)

Group volume breakdown:

Your monthly personal volume	\$1,000
You recruit 2 more team members, order \$500 each	\$1,000
1 recruit from month 1 or 2 orders \$1,000	\$1,000
1 recruit from month 1 or 2 orders \$500	\$ 500

Total GV month 3 **\$3,500**

Your Formula

Your Paycheck

Month 4:

Your monthly personal business

\$1,000 personal volume (PV)
 2 new recruits – 1 activates in 30 days
 1 activates in 90 days

PV Commission \$300
 SP Bonus \$100
 \$ 50

Total month 4 **\$450**

Plus a \$50 product certificate

Your team business

UL Qualification:

Goal is 6 activated recruits and \$3,200 group volume (GV)

Group volume breakdown:

Your monthly personal volume \$1,000
 You recruit 2 more team members, 1 orders in 30 days \$ 50
 1 recruit from a previous month orders \$1,000 \$1,000
 3 recruits from months 1-3 order \$500 each \$1,500

Total GV month 4 **\$4,000**

Month 5:

PROMOTION 1st day of month 5!

UL Promotion Bonus \$1,000*

Your monthly personal business

\$1,000 personal volume (PV)
 2 new recruits – 1 activates in 30 days
 1 activates in 90 days

PV Commission \$300
 SP Bonus \$100
 \$ 50

Your team business

Total GV month 5 = \$4,000
 \$3,000 (team GV) x 65% (commissionable sales amount) x 8% (UL commission) GV commission \$ 156

*The UL Bonus is paid out as a \$500 initial bonus and \$500 three months later.

Total month 5 **\$1,606**

Plus a \$50 product certificate

Month 6:

Your monthly personal business

\$1,000 personal volume (PV)
 2 new recruits – 2 activate in 30 days

PV Commission \$300
 SP Bonus \$100
 \$100

Your team business

Total GV month 5 = \$4,000
 \$3,000 (team GV) x 65% (commissionable sales amount) x 8% (UL commission) GV Commission \$ 156

Total month 6 **\$556**

Plus a \$50 product certificate

First-line development: *Months 4-6*



2 original recruits deactivate
 3 original recruits remain active
 1 original recruit begins growing downline
 6 new Consultants join team