

PERFECTLY
POSH®

INFLUENCER MOVEMENT



NO MORE PYRAMIDS. YOU ARE A SPHERE OF INFLUENCE.

Get paid on your influence; earn rich commission on small teams.
Work with people you know and earn a lucrative income.

Learn quickly and easily how you get paid.
Earn Topless Bonuses or our Leadership Pool.

Instant commissions mean work today and get paid today—
on your personal volume **FROM THE DAY YOU JOIN.***

*Join day is the day you complete your Annual Account. Additionally, all orders remain subject to review for fraud or abuse, which can delay shipping and/or payments. See Policies and Procedures for full detail on limitations and exclusions.



Why Statement

Over the past couple of years, we have been considering our current Pay Plan and asking ourselves the following questions:

- Does it encourage sales and recruiting?
- Is it easy to understand?
- Does it offer a generous compensation opportunity?
- Does it appeal to a wide group of people?

As we explored the above questions in relation to your business trends and, more broadly, where compensation plans are heading, we determined that our current compensation plan is no longer appropriate. We wanted to create a compensation plan that didn't just tweak the existing plan, but rather made it transformative and laser focused on our key objectives of:

- Encouraging sales and recruiting
- Those making more have over 2x more recruits and 20% more PV than those making less
- Providing an easy to understand pay plan that allows you to figure out commissions in your head
- Offering a generous compensation opportunity
- Offer up to 40% on your Personal Volume and 15% on your Firstline and Secondline Volume
- Appealing to a wide group of people
- Removing activity requirements, lowering the cost to join, and introducing a simple and rewarding compensation plan

So how does the **NEW** Pay Plan compare? Overall, the new Pay Plan is much richer than the old one. Specifically, based on the average of the months of November and December 2018 and January 2019, and assuming the PV minimums are achieved:

- Approximately 80% of leaders will see their pay increase! Of those leaders with an increase in pay:
 - The top 25% will see their pay increase over 90%
 - On average, they will see a 55% increase
- Almost 99% of PP1 – PP3s will see their pay increase
 - The top 25% will have a 115% increase
 - On average, they will have a 57% increase
- Changes to Monthly Award and Pool now allow **MORE** people to participate in a **LARGER** opportunity

- Pool participants would have almost **DOUBLED** in 2018
- The maximum Pool payout would have increased from \$4,999 to \$7,049 in 2018. Additionally, in 2018 the value of each point would have ranged from \$60 to \$185.
- Monthly Award is now topless, allowing you to keep earning after \$100

REAL LIFE EXAMPLES

The below are real life examples that illustrate changes in the compensation plans. Specifically, you will notice that those who recruit and sell do better—or **MUCH** better—with the Influencer Pay Plan (IPP).

A Gold in November 2018 had total commission of \$4,946. They had 16 recruits and 28,560 of PV in the previous 12 months. Their new commission under the IPP would **INCREASE by \$7,510** to \$12,456. This is because they have been consistently working their business from a PV and recruiting perspective, building strong Frontline Volume (FLV).

A Premier in November 2018 had total commission of \$1,581. They had 12 recruits and 22,116 of PV in the previous 12 months. Their new commission under the IPP would **INCREASE by \$1,158** to \$3,169. This is because they have been consistently working their business from a PV and recruiting perspective, building a strong FLV.

A PP3 in November 2018 had total commission of \$817. They had 5 recruits and 16,278 of PV in the previous 12 months. Their new commission under the IPP would **INCREASE by \$833** to \$1,650. This is because they have been consistently working their business from a PV and recruiting perspective, building a strong FLV.

A Premier in November 2018 had total commission of \$857. They had 0 recruits and 4,974 of PV in the previous 12 months. Their new commission under the IPP would decrease by \$428 to \$428. This is because they have NOT been working their business from a PV and recruiting perspective and it has been shrinking.



Influencer PAY PLAN Terminology:

INFLUENCER PAY PLAN (IPP)

Powerful, simple way to get paid for Poshing. Forget the pyramids and focus on your sphere of influence. Make a lucrative income sharing pampering and collaborating with your circle of influence.

INFLUENCER ID (IID)

Consultants become Influencers. We leave the old-school ways of sharing behind. Each Influencer has an enrollment number referred to as an IID. Consultant IDs (CIDs) now become Influencer IDs or IIDs.

FRONTLINE

The people you directly bring in to the business and anyone who is currently directly downline to you.

SECONDLINE

The people your Frontline bring in to the business directly.

FRONTLINE VOLUME (FLV)

Sum of the volume all of your direct downlines produce in a given month.

SECONDLINE VOLUME (SLV)

Sum of the volume all of your second downlines produce in a given month.

TOPLESS MONTHLY GROWTH AWARD

Those who do not qualify for the Premier Pool earn in to the Monthly Growth Award. After you qualify, you'll get \$25 per point earned each month. There is no cap on the amount of points an achiever can earn and be paid on.

PREMIER POOL

Those who qualify earn points toward their share of a monthly bonus of 1.5–2.0% of total Perfectly Posh company volume.

RANK

Levels of recognition and rewards able to be earned as you grow your circle of influence.

COMPRESSION/ROLL-UP

The IPP has no roll-up or compression because terminations will virtually cease. You permanently occupy the spot in which you were recruited, as do members of your Frontline and Secondline. This allows you as the Influencer to focus on workers each month. Part-time workers in your sphere can come and go as they wish.

See our termination policy and find out how activity impacts your pay and your upline's FLV and SLV.

PTO: PAMPERED TIME OUTS

How to share Posh and pampering with everyone you meet. Sharing a "pampered time out" gives everyone permission to stop and take care of themselves.

RECOGNITION RANKS

There are 3 meaningful ranks as a Pampered Influencer:

- The highest lifetime rank achieved
- The highest rank achieved each year, ending June 30th
- Paid-at rank for the prior calendar month

ANNUAL ACCOUNT

The creation, completion, and maintenance of your account as a Perfectly Posh Influencer is \$10 per year and includes your Posh Pay (including the Hyperwallet annual fee), 2 free shipping coupons (see details), locator placement, access to the VO, and your replicated website.

INSTANT COMMISSIONS

Personal commissions are paid to your Posh Pay account within less than 3 hours (the average in 2018 was under 8 minutes). Additionally, your instant commissions will "catch up" automatically as you reach new tiers in a given month.



Let's talk about **YOU**.

If you love to wear and share pampering products, you can be richly and **IMMEDIATELY** rewarded.

We are proud to offer you a **rich personal commission that is retroactively paid on each personal volume tier as you achieve it**. You earn commission based on personal sales each month. Rank no longer has any bearing on the rate at which you are paid.

HOW INSTANT COMMISSIONS WORK

- You are eligible to receive Instant Commissions as soon as you complete the enrollment process, which includes the completion of your Posh Pay account through Hyperwallet.
- Once your volume is high enough to advance to a new tier, you will receive a deposit backpaying you on the higher percentage earned.
- We reserve the right to audit or freeze any account suspected of fraudulent activity. An account not completed 3 months from the date of enrollment will be deemed fraudulent and subject to the action outlined in your Policies & Procedures.
- Instant Commissions earned from the day you enroll are considered a 90-day trial program are subject to change based on evaluation.

POSH MORE, GET PAID MORE

Personal Volume Tier	% Instant Payout
1 – 99	15%
100 – 349	20%
350 – 999	25%
1,000 – 4,999	30%
5,000 – 9,999	35%
10,000+	40%



2 Lucrative Levels of Influence

When you share Perfectly Posh and pampering with your sphere of influence, you will be generously rewarded.

The Influencer Pay Plan gives you the opportunity to focus on those closest to you. It lets you share, collaborate, train, and inspire to earn a full or part-time income quickly.

When you reach 500 in Personal Volume (PV) in any calendar month, we'll pay you 10 to 15 percent on your entire Frontline Volume (FLV).

When you reach 1,000+ PV and 5,000+ FLV in any calendar month, you will unlock the ability to earn generously on your Secondline Volume (SLV).

It Pays to Share Posh

Frontline Volume (FLV)				
	PV Required		Total FLV	Total Payout
FLV Totals	500 PV		1 – 4,999 FLV	10%
	1,000 PV		5,000+ FLV	15%
Secondline Volume (SLV)				
	PV Required	FLV to Qualify	Total SLV	Total Payout
SLV Totals	1,000 PV	5,000 FLV	1 – 14,999 SLV	10%
	2,000 PV	7,500 FLV	15,000+ SLV	15%

THINGS TO NOTE ABOUT FRONTLINE VOLUME AND SECONDLINE VOLUME:

- There are no terminations and no compression in the Influencer Pay Plan. This lets individuals Posh their way.
- The maximum volume you can earn per month on one single individual in your front and second line is 5,000 PV.
- FLV and SLV commissions will be paid on or before the 10th of the month following the month in which they were earned.
- As long as you qualify, you will be paid on SLV even if the Frontline of the Secondline does not have volume.
- Frontline Volume and Secondline Volume do NOT include your Personal Volume.

Monthly Bonuses

TOPLESS MONTHLY GROWTH AWARD

The Topless Monthly Growth Award is for everyone who does not qualify for the Premier Pool. You must get at least 1 point from each category (A, B, & C) to earn your award and be paid.

Each Point Earned = \$25 paid in monthly bonus.

A: Recruiting		
	First monthly recruit with a complete Annual Account*	1
	Each additional recruit with a complete Annual Account*	2
B: Frontline Volume: Minimum requirement of 500 FLV		
	For each 2,000 FLV in a month	1
	For 10% or greater growth in FLV month-over-month (cap of 3 pts)	1
C: Personal Volume		
	For each 1,000 in PV	1

PREMIER POOL

Qualified Premiers can swim in the Pool.

You must get at least 1 point in each category (A, B, & C) to qualify for Pool.

Earn points, then multiply them by your monthly rank % to find your share of the Pool.

Minimum Qualifications to Swim:		1,000 PV	5,000 FLV	1,000 SLV
A:				
	First monthly recruit with a complete Annual Account*			1
	Each additional recruit with a complete Annual Account*			2
B:				
	For each 5,000 FLV in the month			1
	For 10% or greater growth in FLV month-over-month (cap of 3 pts)			1
C:				
	For each 2,500 SLV each month			1
	For 10% or greater growth in SLV month-over-month (cap of 3 pts)			1

NOW, MULTIPLY YOUR RANK:

Premier	100%
Silver	105%
Gold	115%
Platinum	135%
Platinum Plus	200%

The Premier Pool will be 1.5% of total company volume that month.

If company growth has increased 10%+ from the same month the prior year, the Pool will be increased from 1.5% that month to 2% of total company volume.*

*2019–2020 targets. Subject to change.

All Pool earners' points are taken and divided against the total 1.5–2.0% of total company volume and paid accordingly.

These bonuses reward influencers growing their business.

You can earn the Monthly Growth Award or the Premier Pool every month. You are automatically included in the group you qualify for.

Recruiting points and bonuses are subject to audit and will change if fraud occurs.

Points and value may be adjusted some months to increase rewards on key behaviors.

Pool Example:

I am paid at GOLD for May. I had:

3 RECRUITS	5 POINTS
10,000 FLV	2 POINTS
12,000 SLV	4 POINTS

115% Gold Bonus X 11 points

12.65 POINTS IN POOL

round 2 decimals

Sample Pool Earnings at Gold:

X 12.65 My Points
 \$137 Point Value*

1,733.05

*In 2018, the value of a pool point varied from \$60 to \$185. The actual point value is derived from taking your points as a percentage of the total points earned by everyone in the pool and dividing it by the 1.5 or 2.0 percent. Percent determined by total company growth.



Powerful & Simple Pay Plan Examples

Just a few hours a month:		Example: Get the Groceries!	
YOU	500 PV		\$125 commission
Unlock your Frontline pay:			
Erin	150 PV		
Jesi	500 PV		
Cassi	300 PV		
Total FLV	950 FLV		
	You get 10% of your FLV!		\$95 commission
You would be paid:			\$215

Just a few hours a week:		Example: Make a Car Payment	
YOU	500 PV		\$125 commission
Unlock your Frontline pay:			
Erin	150 PV		
Jesi	1,500 PV		
Terri	500 PV		
Cassi	500 PV		
Total FLV	3,000 FLV		
	You get 10% of your FLV!		\$300 commission
You would be paid:			\$425

Part-time collaboration:		Example: Pay the Mortgage	
YOU	1,000 PV		\$300 commission
Unlock your Frontline pay:			
Erin	500 PV		
Jesi	1,500 PV		
Terri	500 PV		
Cassi	500 PV		
Dar	1,000 PV		
Angie	500 PV		
Alyssa	500 PV		
Total FLV	5,000 FLV		
	You get 15% of your FLV!		\$750 commission
You would be paid:			\$1,050

In this example, you would also get 10% on your Secondline! (All of the total volume from Frontline of the people listed above)



Active Influencer Status Policy

Enroll for as little as \$30 and receive business tools that ship for free and Posh rewards in your Redeem tab, or upgrade to a \$99 product kit and receive popular pampering products, samples, and 50 PV toward your InstaStart.

Both options require completion of the Annual Account (Posh Pay and Hyperwallet) in order to sell, earn, or be considered an Influencer with Perfectly Posh.

Your join date will be the date you complete your Annual Account setup, even if parts of enrollment occurred on a prior date.

For example: If a team member joins on January 30, but does not complete their Posh Pay account enrollment by verifying their information with Hyperwallet until February 5, the recruit will count towards February's numbers.

Each year you will be charged a \$10 Annual Account fee to remain active, sell, share, and earn at Perfectly Posh.

THIS FEE INCLUDES:

- Replicated website
- Posh Pay account, including Hyperwallet
- Posh Pay card (allow 3 weeks for delivery)
- Perfectly Posh locator placement
- Virtual Office access
- 2 free shipping coupons (date restrictions apply)

There are no terminations for inactivity. Because there are no activity related terminations, there is no compression or "roll-up." Once you have created an Influencer account, you can choose to work or not to work in any given month and will earn according to the rules of the Pay Plan.

Your position is yours unless you allow your account to go inactive for a year. You may move sponsors if your account has been 100% inactive for one full year. If you move sponsors, you lose your frontline (FL) and secondline (SL) and must start a new sphere of influence.

Reactivation Policy

To prepare for the new Influencer Movement, contact the individuals that have been terminated for less than six months, share the future opportunity with Perfectly Posh and have them activate for free prior to the fee on May 1, 2019.

Reactivation Prior to May 1, 2019	Reactivation After May 1, 2019
<p>Terminated less than 6 months</p> <p>Contact Posh Support</p> <p>Reactivate under the same sponsor*</p> <p>No fee</p>	<p>Less than 6 Months</p> <p>Contact Posh Support</p> <p>Reactivate under the same sponsor*</p> <p>Must purchase a \$30 or \$99 Starter Kit</p>
<p>Terminated Longer than 6 Months</p> <p>No fee, may purchase a Starter Kit</p> <p>May choose a new sponsor</p> <p>Count as a new recruit</p>	<p>Terminated Longer than 6 Months</p> <p>Must purchase a \$30 or \$99 Starter Kit</p> <p>May choose a new sponsor</p> <p>Count as a new recruit</p>

**If your sponsor is no longer a part of Perfectly Posh, you will roll up to the next active upline.*



Starter Kit Contents Beginning May 1 (Tentative)

OPTION 1 (Ships free) \$30 Influencer Kit Includes

ANNUAL FEE

- Replicated website
- Posh Pay account, including Hyperwallet
- Posh Pay card (allow 3 weeks for delivery)
- Perfectly Posh locator placement
- Virtual Office access
- 2 free shipping coupons (date restrictions apply)
- FREE CRM* (60 days)

BUSINESS TOOLS

- *Pink Ink*™ Catalog Single
- *Polka-Dotted Guide*
- Pampered Reading Cards
- Pick Your 6 Notepad (3 pk)
- Opportunity Cards

MY REWARDS (FREE, MUST CLAIM)

- *Pink Ink*™ Catalog Bundle
- Half-off Samples (for 21 days)

OPTION 2: (Ships free) \$99 (50 PV) Influencer Product Kit

ANNUAL FEE

- Replicated website
- Posh Pay account, including Hyperwallet

- Posh Pay card (allow 3 weeks for delivery)
- Perfectly Posh locator placement
- Virtual Office access
- 2 free shipping coupons (date restrictions apply)
- FREE CRM* (60 Days)

BUSINESS TOOLS

- *Pink Ink*™ Catalog Single
- *Polka-Dotted Guide*
- Pampered Reading Cards
- Pick Your 6 Notepad (3 pk)
- Opportunity Cards

PRODUCT (COULD VARY)

- Body Wash (Sassyooma™ Exfoliating Jelly Wash)
- So Soapy (Brazilian Bombshell™)
- Body Crème (Honey Honey!™)
- Skin Stick (The Healer™)
- BFYHC (Show Me What You're Mermaid Of™)

SAMPLES (COULD VARY)

- BFF: Best Face Forever™ Samples (20 pk)
- Moisturize 911™ Samples (20 pk)

MY REWARDS (FREE, MUST CLAIM)

- *Pink Ink*™ Catalog Bundle
- Half-off Samples (For 21 Days)

InstaStart Requirements & Rewards (May 1)

Individuals who join Perfectly Posh have 21 days from the time they complete their Posh account (with Posh Pay and Hyperwallet) to earn InstaStart.

Personal Volume	Full Recruit	Days	Bonus \$	Additional Gifts
500	1	21	\$25 when you get one recruit	Influencer T-Shirt and Pin
			\$25 when you get 500 PV	5,000* Perks when you hit both

*To purchase business tools from Portal, to support your business.



Rank Advancement

Rank	PV	FLV	SLV	Applicable Bonus Structure
1	Protégé	under 350 PV	-	-
2	Pink	350 PV	-	-
3	Pink Plus 1	500 PV	1,000 FLV	-
4	Pink Plus 2	500 PV	2,000 FLV	-
5	Pink Plus 3	500 PV	3,000 FLV	-
Leader Rank				
6	Premier	1,000 PV	5,000 FLV	1,000 SLV
7	Silver	1,000 PV	6,000 FLV	2,500 SLV
8	Gold	2,000 PV	7,500 FLV	5,000 SLV
9	Platinum	2,000 PV	10,000 FLV	15,000 SLV
10	Platinum Plus	2,500 PV	15,000 FLV	35,000 SLV

PROTÉGÉ

Customer just stepping into being an Influencer \$10 ANNUAL ACCOUNT FEE:

- 2 free shipping coupons
- Always get 15% off
- Ability to start running a business and earn

This makes up the (on average) \$3* in commissions they otherwise lose because of the change in commissions.

RANK

Virtual Office Ranks:

- The highest lifetime rank achieved
- The highest rank achieved each year, ending June 30th
- Paid-at rank for the prior calendar month

**Based on all Protégés and Pinks in 2018*

Rank Recognition

Rank		Recognition
1	Protégé	<ul style="list-style-type: none"> • Welcome and thank you on Posh anniversary
2	Pink	<ul style="list-style-type: none"> • Pin
3	Pink Plus 1	<ul style="list-style-type: none"> • Pin
4	Pink Plus 2	<ul style="list-style-type: none"> • Pin
5	Pink Plus 3	<ul style="list-style-type: none"> • Pin and Leadership invites (when applicable and space permits) • EOM planning call invitation
Leader Rank		
6	Premier	<ul style="list-style-type: none"> • Robe, medal, and shoutout when earned • Breakfast with Tiffany • Monthly leader calls and Chit Chat group • Pledge and Leadership invites • Recognition at events, UnCon Pink Carpet walk • Dashboard • Earn Leadership retreats
7	Silver	<ul style="list-style-type: none"> • Tiffany bracelet, medal, and shoutout when earned • Breakfast with Tiffany • Monthly Leader calls and Chit Chat group • Recognition at events, UnCon Pink Carpet walk • Leadership invites • Dashboard
8	Gold	<ul style="list-style-type: none"> • Tiffany necklace, medal, and shoutout when earned • Breakfast with Tiffany • Monthly Leader calls and Chit Chat group • Recognition at events, UnCon Pink Carpet walk • Leadership invites and Pledge Big Sister opportunity • Dashboard
9	Platinum	<ul style="list-style-type: none"> • Tiffany gift, medal, and shoutout when earned • Breakfast with Tiffany • Monthly Leader calls and Chit Chat group • Recognition at events, UnCon Pink Carpet walk, special UnCon event • Leadership Invites and Pledge Big Sister opportunity • Priority registrations to select events • Spouses eligible for select events • Annual retreat (earned) • Dashboard
ADDITIONAL RANKS WITH GIFTS, RECOGNITION, AND PERKS WILL BE UNVEILED AS EARNED.		

*Chit Chat & Platinum Slack channel subject to professional behavior. We reserve the right to remove anyone if we feel necessary.

**Posh Pay card will be updated to your highest rank as you hit it.

Recognition Programs: July 1, 2019-June 30, 2020

THINGS TO NOTE

- New Pool begins May 1.
- All those who qualify in May and June can double-dip on old Monthly Award AND new Pool.
- New Monthly Growth Award will begin on July 1, 2019.
- Existing Monthly Award will continue thru May and June.
- Existing Annual Award will be awarded at Unconventional in August 2019.

Monthly or More Frequently: Begin May 1, 2019				
Award	Frequency	Who	How	What They Get
Rapid Risers	Twice monthly	3 new recruits	<ul style="list-style-type: none"> • On social • Recognition Dashboard • Select will be interviewed 	<ul style="list-style-type: none"> • Medal • 1 product from Core
Monthly Madness	Top 3 each month	Monthly Growth Award top earners	<ul style="list-style-type: none"> • Recognition Dashboard • Select will be interviewed 	<ul style="list-style-type: none"> • Medal • \$100 value: limited time product
Pool Party	Top 3 each month	Top outstanding Pool earners	<ul style="list-style-type: none"> • Recognition Dashboard • Select will be interviewed 	<ul style="list-style-type: none"> • Medal • \$100 value: limited time product

Annual Awards: July 1, 2019 - June 30, 2020					
	Award	Frequency	Who	How	What They Get
Top 10	Top Annual Mentors	UnCon	Top 10 Influencers with the most recruits with full InstaStart that year	<ul style="list-style-type: none"> • UnCon recognition • Recognition dashboard • Award named after top earner for a year 	<ul style="list-style-type: none"> • Medal and Trophy • Award named after top earner for a year • 1st: \$5,000 • 2nd: \$2,500 • 3rd: \$1,000 • 4th: \$750 • 5th: \$500 • 6th-10th: \$250
	Power Pampered Top PV Sales	UnCon	Top 10 Influencers with the most PV that year	<ul style="list-style-type: none"> • UnCon recognition • Recognition dashboard 	<ul style="list-style-type: none"> • 2nd: \$2,500 • 3rd: \$1,000 • 4th: \$750 • 5th: \$500 • 6th-10th: \$250
Top 5	Annual Power Circle: FLV & SLV	UnCon	<ul style="list-style-type: none"> • Top 5 Influencers with the most FLV • Top 5 influencers with the most SLV 	<ul style="list-style-type: none"> • UnCon recognition • Recognition dashboard 	<ul style="list-style-type: none"> • Medal and Trophy • 1st: \$2,500 • 2nd: \$1,000 • 3rd: \$750 • 4th: \$500 • 5th: \$250
All	Power Pamperer, Consistency	UnCon	2,500 PV+ every month from July 1 to June 30	<ul style="list-style-type: none"> • UnCon recognition • Recognition dashboard 	<ul style="list-style-type: none"> • \$1,000 • Medal
All	Annual Power Circle	UnCon	Paid 15% on SLV every month from July 1 to June 30	<ul style="list-style-type: none"> • UnCon recognition • Recognition dashboard 	<ul style="list-style-type: none"> • \$1,000 • Medal
All	Pool Party	UnCon	Influencers paid Monthly Growth Award or Pool each month from July 1 to June 30	<ul style="list-style-type: none"> • UnCon recognition • Recognition dashboard 	<ul style="list-style-type: none"> • Giant check at Breakfast with Tiffany at UnCon • Outstanding earners recognized



Brand Awareness and Customer Acquisition

HOW WE'LL MAKE PERFECTLY POSH A HOUSEHOLD NAME

- Sharing the brand in as many places and with as many people as possible. Our branding campaigns will help you grow by highlighting Posh to your existing customers, driving sales, and attracting new customers who will be incentivized to work with you.

SYNERGY IN BUILDING THE BRAND: UNITING WHAT WE SAY ABOUT POSH AND PRODUCTS TO LEVERAGE CONSISTENCY

- Thousands of Influencers each with a different message and brand won't get the traction Posh will.
- It takes 11 connections for people to remember your brand. We need to show them the message repeatedly and explain why you should be their pampering Influencer.

OPPORTUNITY TO REACH MORE PEOPLE

- Everyone loves to be pampered. This gives us the ability to reach into non-direct sales channels, share amazing products and stories, soften the misconceptions around direct sales, and show the world that Posh is doing its own thing.

ATTRACT A MORE CONTEMPORARY AUDIENCE: TREND-FORWARD PRODUCTS AND INFLUENCERS REACHING TRENDY CONSUMERS

OMNI CHANNEL PRODUCT SHARING ALLOWS FOR

- Richer payouts through the Influencer Pay Plan
- Larger Pool for leaders and a richer, topless Monthly Award
- Pay for incentives for new customers to select an Influencer

BRAND AWARENESS	AFFILIATED CUSTOMERS	NON-AFFILIATED CUSTOMERS	WHERE THE FUNDS GO
Posh Salutes	If a customer sees a promotion and has visited an Influencer site, they will be returned to and purchase from that Influencer.	All customers without an Influencer will be assigned one through an email. Included in the email will be a link to their Influencer's replicated site and an incentive to purchase with them.	Posh Pay Plan, Monthly Growth Award and Premier Pool.
YDI Support			
PR Events			
Paid Social Ads			New brand awareness campaigns and incentives to purchase with an influencer.
Celebrity Shares			
Social Media Personalities			
Shea Sisterhood			

HOW DO I RECEIVE CUSTOMERS AS AN INFLUENCER?

The Influencer is chosen based on 500 PV and 1 new team member with a completed Posh Pay account in the PRIOR month. Leads will be sent out in order of completion from the month before.

The Influencer will receive a notification when the email is sent. If the lead redeems the offer, the customer's info and volume will appear on repeat purchases.



Operation: Posh the Nation

COOKIE LOVE

Everyone you meet and pamper should visit your replicated site to join the Perks program. This will allow you to share product and provide samples and information quickly and easily with your CRM. It will also easily allow you to follow up. Most importantly, it will COOKIE your customer to your replicated website. If a customer sees a Perfectly Posh PR promotion, you will receive the volume and credit if they purchase.

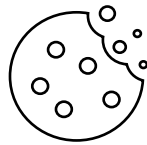
Always share your replicated site URL. COOKIE the people you pamper to you so you get the credit.

- Place it on signs and printed collateral
- Always use it on your social channels
- Use it as part of your online profile
- Share the Perfectly Posh PR programs with your URL

BUILD, BUILD, BUILD your contact list and share messages everywhere so your customers are COOKIED to you, and your CRM will remind you of ideal times to talk to them.



Meet a customer, share Perks and your rep-site with them.



If they visit your site once, they'll be cookied to you until they follow someone else's link.

Note: If a customer has a cookie to you, you'll get the sale even if they follow a Perfectly Posh PR link.



As everyone learns about Posh and the power of pampering, you build a customer base you can follow up with and share more Posh.

When you meet someone, send them immediately to your replicated site and have them create an account. This means you'll always get the sale when they follow a promotion.



Simplifying the Posh Universe

RE-BRAND

- Influencers, not Consultants
- New logos
- New swag
- Presentation on why the change

COMMS SIMPLIFICATION

- Comms to Box
- ONE plan, funnel for simplicity
- Push notifications to Influencers' phones

PRODUCT TRAINING

- Pampered Readings
- Structure for product training & access
- Resources list
- Videos
- Updated site (walk visitors through)

GENERAL TRAINING & COACHING

- Monthly calendar—same each month
- Topic & goal-based group
- LIVES somewhere—NO MORE FB LIVE

PERKS & LOYALTY (Aug. 1)

- Partners that pamper
- PTO
- Private Perks store
- No change to Perks now

QUICKSTART RE-BRAND

- Kits, Annual Accounts, start NOW
- No wait on instant commissions
- 500 & 1 instant start
- Really simple 15-minute InstaStart training
- Replicated site toggles
- New Influencer nurturing program

BUILD THE BRAND & CUSTOMER ACQUISITION

- We heart cookies
- PR
- Building the brand
- 500 & 1 prior month in order achieved
- Nurturing campaigns

VO UPDATES

- Box, simplification “portal”
- Charts, graphs, tracking
- SHARE well populated with images
- Potentializer in VO

P&PS REVIEW/UPDATE

- Simple to sell anywhere
- Influencers to Influencers
- No compression changes

WEBSITE

- BUY 5 to coupon ASAP
- Potentializer on home page
- Update HOST, JOIN
- Update all GIVE BACK pages
- Pampered readings on home page
- Buy just samples
- Add samples to your order
- Locator criteria review

PORTAL

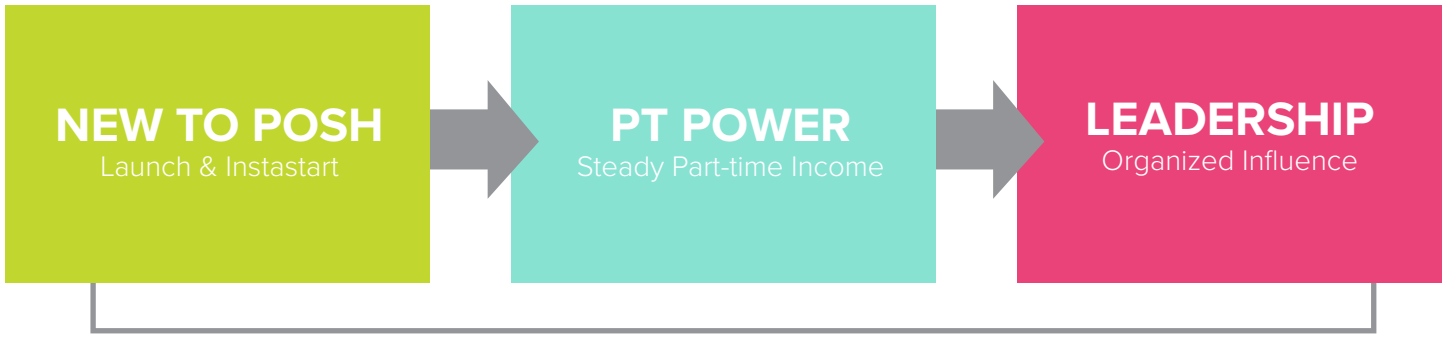
- Simple, effective offering
- Fízi needs a home
- On-demand, swag, helpful tools
- Promote sampling
- Small, small quantities, quick-turn

ROLL-OUT

- Booklet
- One-on-ones
- Q&A
- LV agenda
- Access to info
- Printed booklets to buy and share
- Bridge plan for select leaders
- Why we LOVE cookies: PR & Posh aircover

Simple Training Overview

3 GROUPS OF INFLUENCERS



ALWAYS
OFFER
3
THINGS:

1 BUY

- HOW:**
- Try product
 - Build a Bundle
 - Perks Account

- USE TOOLS:**
- Samples
 - Share
 - Readings
 - Buy 5 Get 1
 - Follow up

2 HOST

- HOW:**
- Help Share
 - Earn Posh
 - Create Event

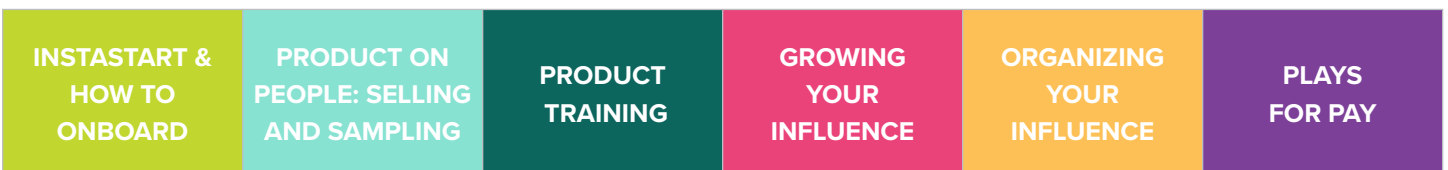
- USE TOOLS:**
- Hostess
 - Tips
 - Rewards
 - Event Plan
 - Follow up

3 JOIN

- HOW:**
- Earn with Posh
 - Pick Income
 - Fun
 - Simple

- USE TOOLS:**
- Pink Packet
 - Your WHY
 - Follow Up

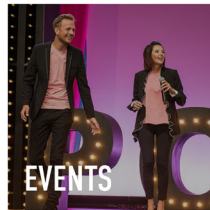
*"I love this product,
and you will too!"*



Plus one training calendar for each of the 3 groups

Comms
Simplification

POSH COMMS



LIVE NEWSROOM FEED



03.01.19
What's Happening
at Posh in March



02.12.19
Squeeze the Day!
Day Away
Registration Opens
Today!



02.15.19
Posh is Coming to
YOU. Register
Now!

LIVE INSTAGRAM FEED



Button in Virtual Office that opens a comms page that helps Influencers easily access everything they need to run their Posh business. Each button on this page links to the ONLY accurate information. This page merely links to these assets, most still live in same place.

Things to
Note

- Complete re-brand: Posh Influencer instead of Independent Consultant:



- Model works for Influencers and traditional direct sellers on an all-powerful plan
- Virtual Office calculator "Potentializer." Potentializer helps show earning potential. Use it to plug in your numbers and see what YOU could earn!
- Sell anywhere. Just follow MAPP pricing.
- Hostess program & Perks remain the same until August 1

- Instant commissions: As soon as you complete your Posh Pay account; subject to change if abused.
- POSH PRO: June launch, free for first 60 days
 - \$7 monthly charge for PoshPro
 - SHARE returns
- Rep site radio buttons to turn "host" and "join" and locator pages off and on
- Complete documentation in booklet for download, or buy printed for leaders to share