

# THE IBO BUSINESS PLAN

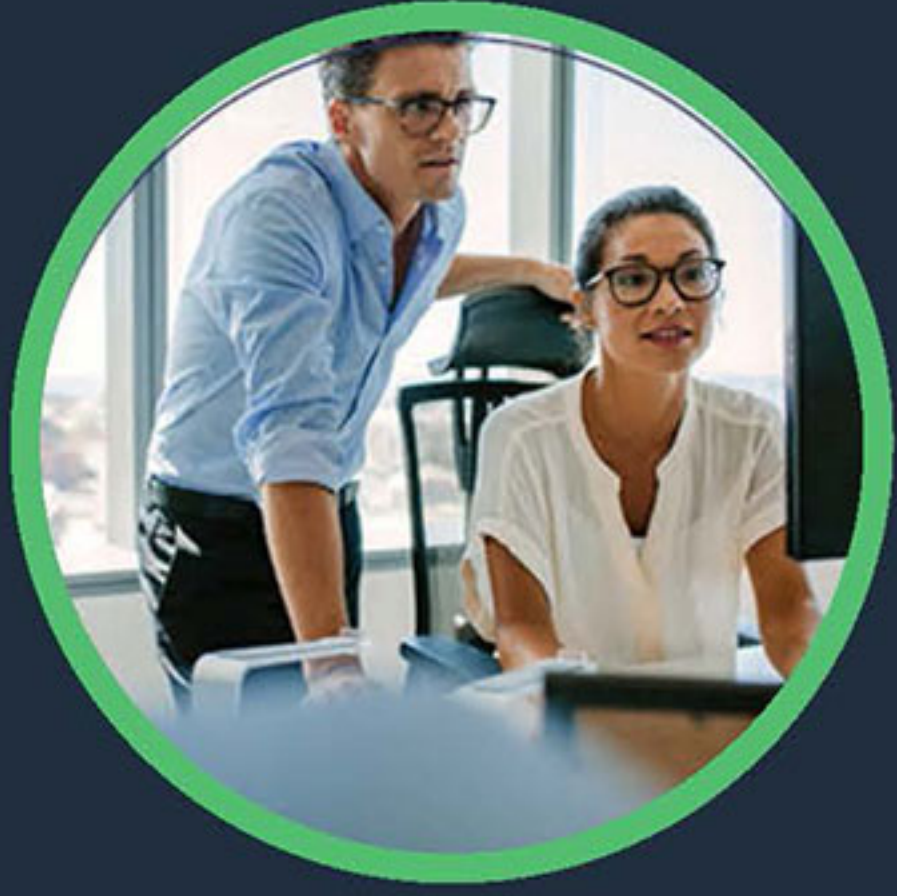


The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI program is at Amway's discretion. The GI Program is available only to IBOs whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs was USD \$207 (in the U.S.)/CAD \$186 (in Canada). Approximately 48% of IBOs in the U.S., and 52% of IBOs in Canada, were "active". IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484 (U.S.)/\$2,232 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2016 were excluded.

© Amway 2020. All rights reserved. Reproduced under license from Amway Corp. Unauthorized duplication is prohibited.





# BUSINESS OVERVIEW

***ENTREPRENEURSHIP IN THE 21ST CENTURY***



# REASONS FOR THE PROCESS



## Mutual trust & transparency

Credentials vs. Character



## Education

Facts vs. Opinion



## Build a case for yourself

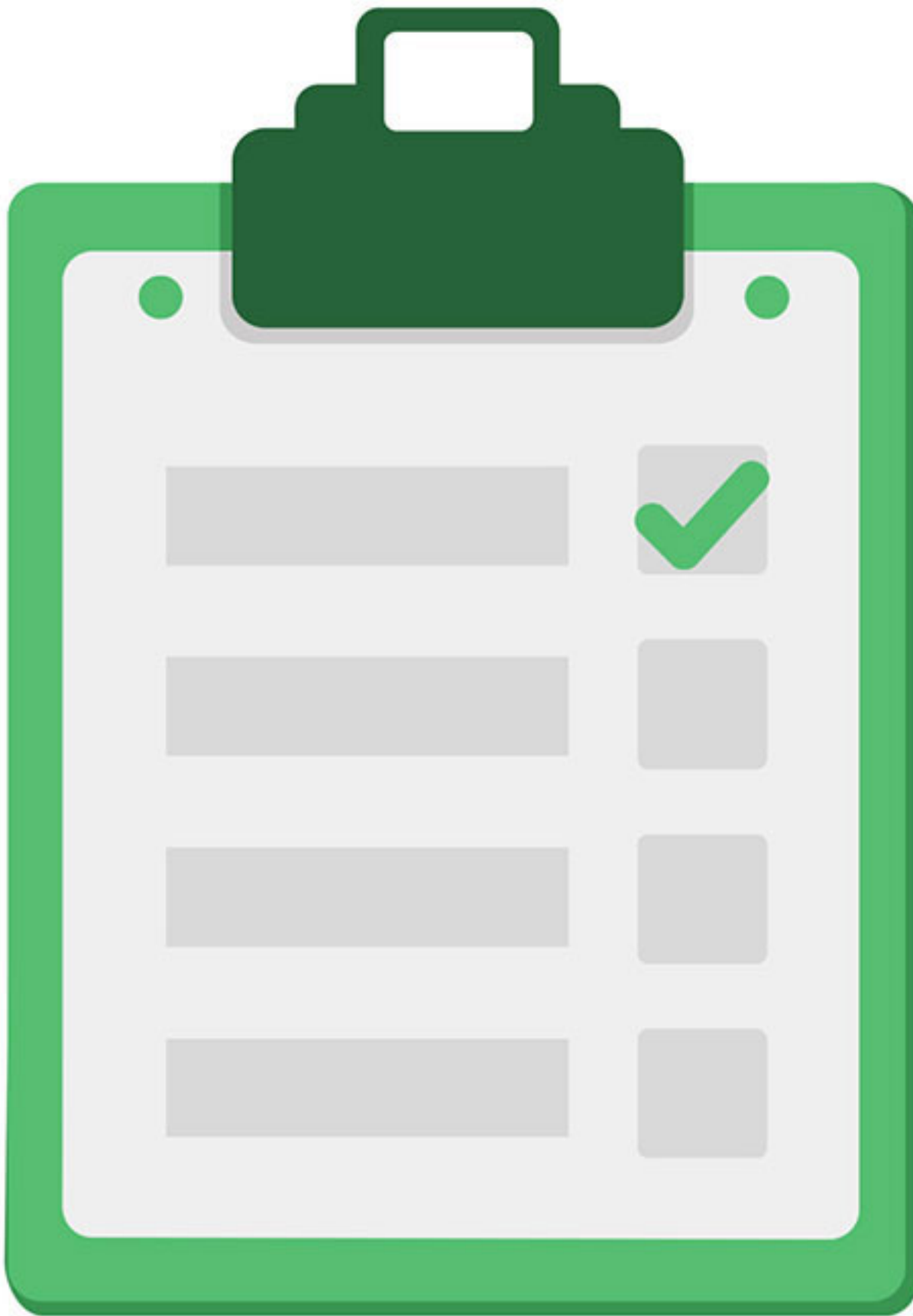
Integrity & Accountability | People before profits

Level of ambition | Decision process



## Why?

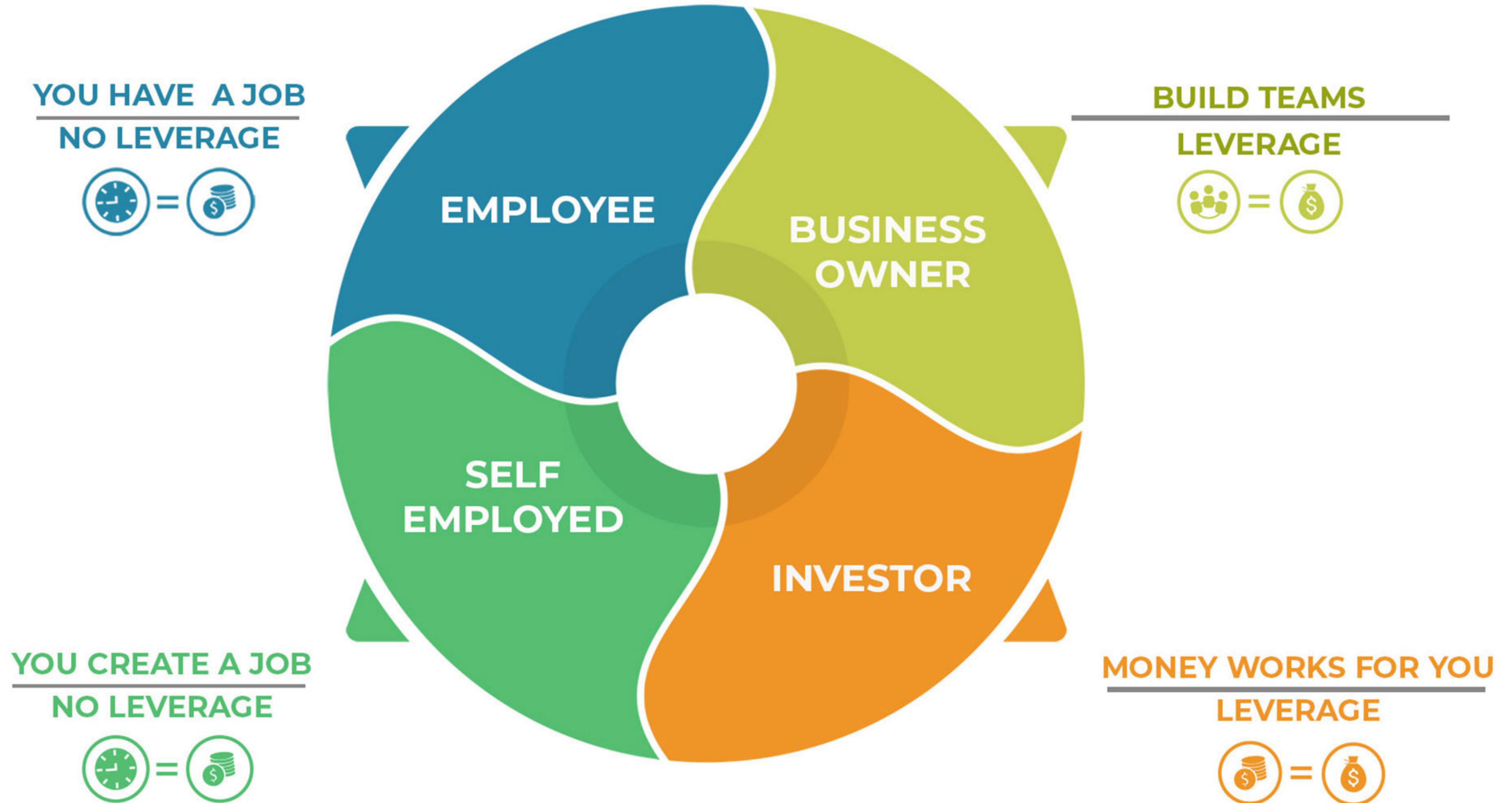
# AGENDA



- 1 4 Ways of Making Money
- 2 Asset Development
- 3 Business Plan
- 4 Business Training
- 5 Compensation Structure



# INCOME GENERATORS

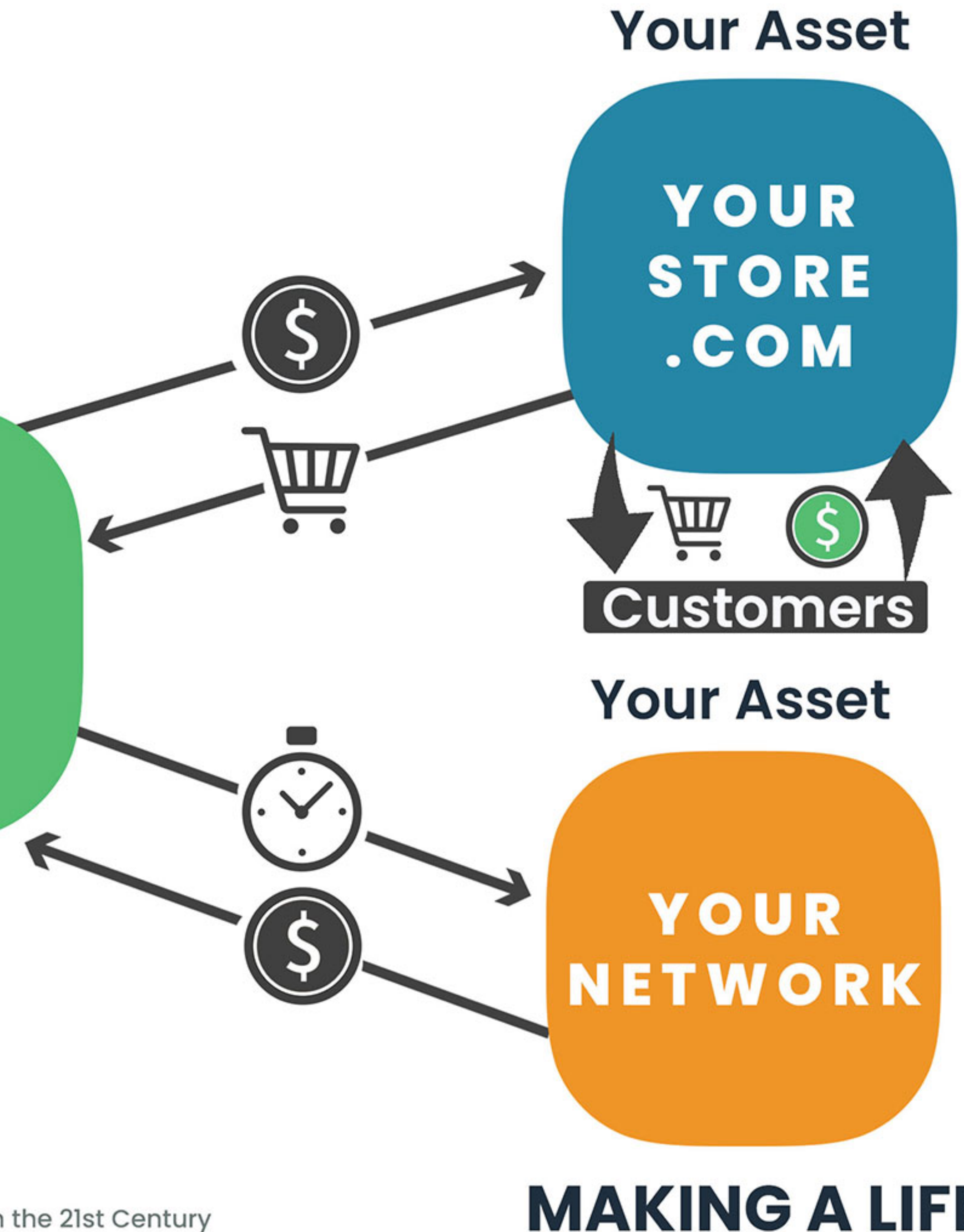




# INDUSTRIAL AGE MODEL



# INFORMATION AGE MODEL





# EXCLUSIVE BRANDS

World-leading brands available exclusively to affiliated business owners.

## NUTRILITE®

The world's #1 selling vitamins and dietary supplements brand\*

## ARTISTRY®

Among the world's top ten, largest selling premium skincare brands\*

## XS® ENERGY

The first exclusively sugar-free energy drink brand sold globally\*



\*[euromonitor.com/Amway-Claims](http://euromonitor.com/Amway-Claims)

Source: Direct Selling News Global 100 Guide, Amway/Alticor

Business Overview: Entrepreneurship in the 21st Century

# MAJOR RETAILERS

Exclusive discounts and special offers available only to business owners.

**Apple**

**AT&T**

**Athleta**

**Backcountry**

**Bank of America**

**Bass Pro Shop**

**Bloomingdale's**

**Expedia**

**Foot Locker**

**Gap**

**Guitar Center**

**Home Depot**

**Kohl's**

**Lego**

**Microsoft**

**Nike**

**North Face**

**Office Depot**

**Old Navy**

**Pacific Sun**

**Petco**

**Vistaprint**

**Under Armour**

**Zales**





Every single day, someone launches their own independent **Amway business. They are entrepreneurs.** Unlike many who set their own course, these entrepreneurs are powered by an **\$8.4 billion company.**

**\$8.4 BILLION**

2019 Global Sales

(Amway & parent company Alticor)

**\$61.3 BILLION**

Bonuses & Incentives paid since 1959, more than any other direct sales company in history

Source: [euromonitor.com/Amway-claims](https://euromonitor.com/Amway-claims)

**180-DAY**

Customer Satisfaction Guarantee

Exclusions apply. Go to [amway.com](https://amway.com) for more information

**# 44 FORBES**

2019 America's Largest Private Companies

**780+**

Patents

(Amway & Alticor)



**#1 Direct Selling  
business in  
the world 8  
consecutive  
years in a row**

Source: Direct Selling News Global 100 Guide,  
Amway/Alticor

**Diverse  
product  
selection**

**Operation in  
all 50 states  
and over 100  
countries &  
territories**

**Business Owner  
representation  
through the  
IBOAI\***

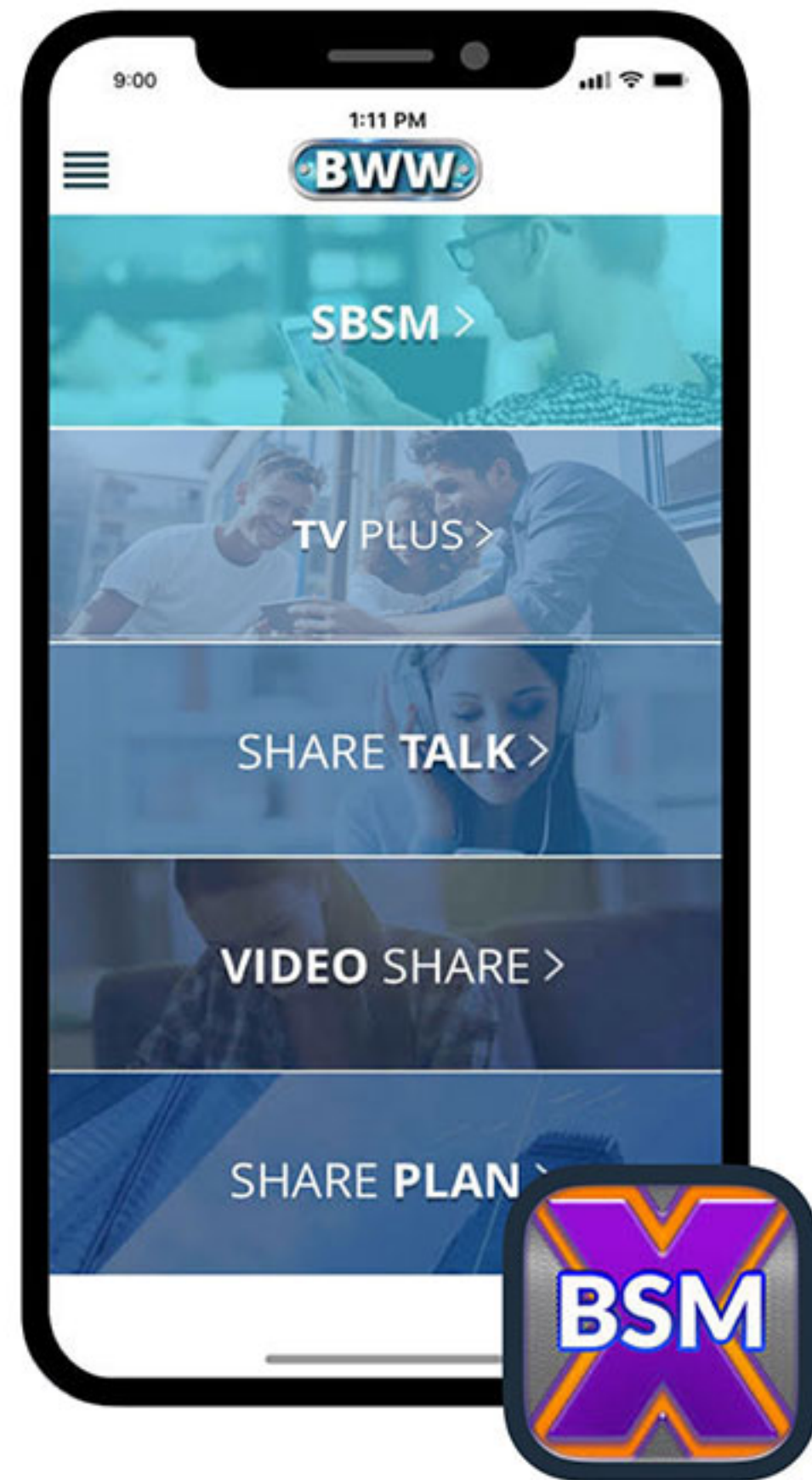
# **WHY CHOOSE AMWAY?**

\*Independent Business Owners Association International  
Business Overview: Entrepreneurship in the 21st Century



# BUSINESS TRAINING & EDUCATION

BWW, an Amway Approved Provider, empowers men and women to build successful independent businesses by providing education and mentorship through an association of successful business leaders across North America.



Streaming Audio & Video  
Shared Media & Literature



COACHING & MENTORSHIP

MOBILE APPS & WEB RESOURCES

BUSINESS CONFERENCES

STREAMING AUDIO & VIDEO



Text, Video & Photo Messaging  
Conference Calls





**Business Opportunity  
Compensation Program  
Products & Fulfillment Education,  
Training & Business Tools**



**SHOP**

Convert Your  
Buying Power



**SHARE**

Develop Customers  
& Associates



**Business Training Available  
Mentorship & Coaching  
Business Seminars  
Apps & Digital Media**



**EDUCATE**

Available for  
Yourself & Others



## PERFORMANCE BONUS SCHEDULE

7500 PV = 25% of BV

6000 PV = 23% of BV

4000 PV = 21% of BV

2500 PV = 18% of BV

1500 PV = 15% of BV

1000 PV = 12% of BV

600 PV = 9% of BV

300 PV = 6% of BV

**100 PV = 3% of BV**

**1 PV = 3 BV**

New IBOs are also eligible for upto \$100 a month Fast Track Bonus upto three times during their first six months on qualifying personal VCS.

**150 PV/450 BV (VCS 75 PV/225 BV)**

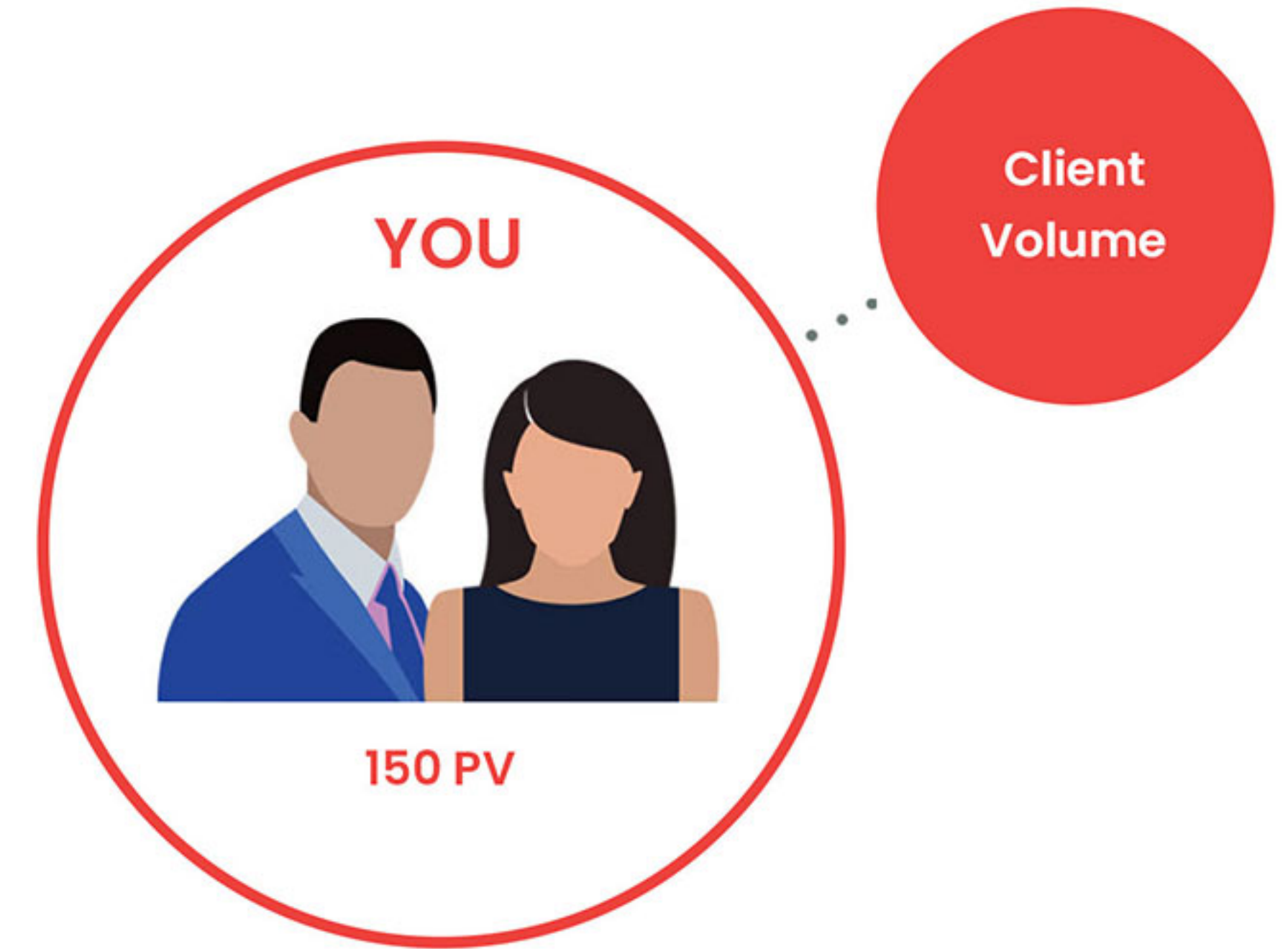
Retail Profit = **\$25.00**

3% Perf. Bonus = **\$14.25**

Customer Sales Incentive = **\$17.50**

**MONTHLY INCOME = \$56.75**

**ANNUAL INCOME = \$681.00**



SHOP



SHARE



EDUCATE

The Average Monthly Gross Income for “active” IBOs was USD \$207 (in the USA)/CAD \$186 (in Canada). Approximately 48% of IBOs in the US and 52% of IBOs in Canada were “active”.

**\*VCS is VERIFIED CUSTOMER SALES (11% Uplift on PV/BV, 11% Retail Profit)**



**PERFORMANCE  
BONUS SCHEDULE**

7500 PV = 25% of BV

6000 PV = 23% of BV

4000 PV = 21% of BV

2500 PV = 18% of BV

1500 PV = 15% of BV

1000 PV = 12% of BV

600 PV = 9% of BV

300 PV = 6% of BV

100 PV = 3% of BV

**1 PV = 3 BV**

**150 PV/450 BV (VCS 75 PV/225 BV)  
Group Total (7 IBOs) = 1,050 PV/3,150 BV**

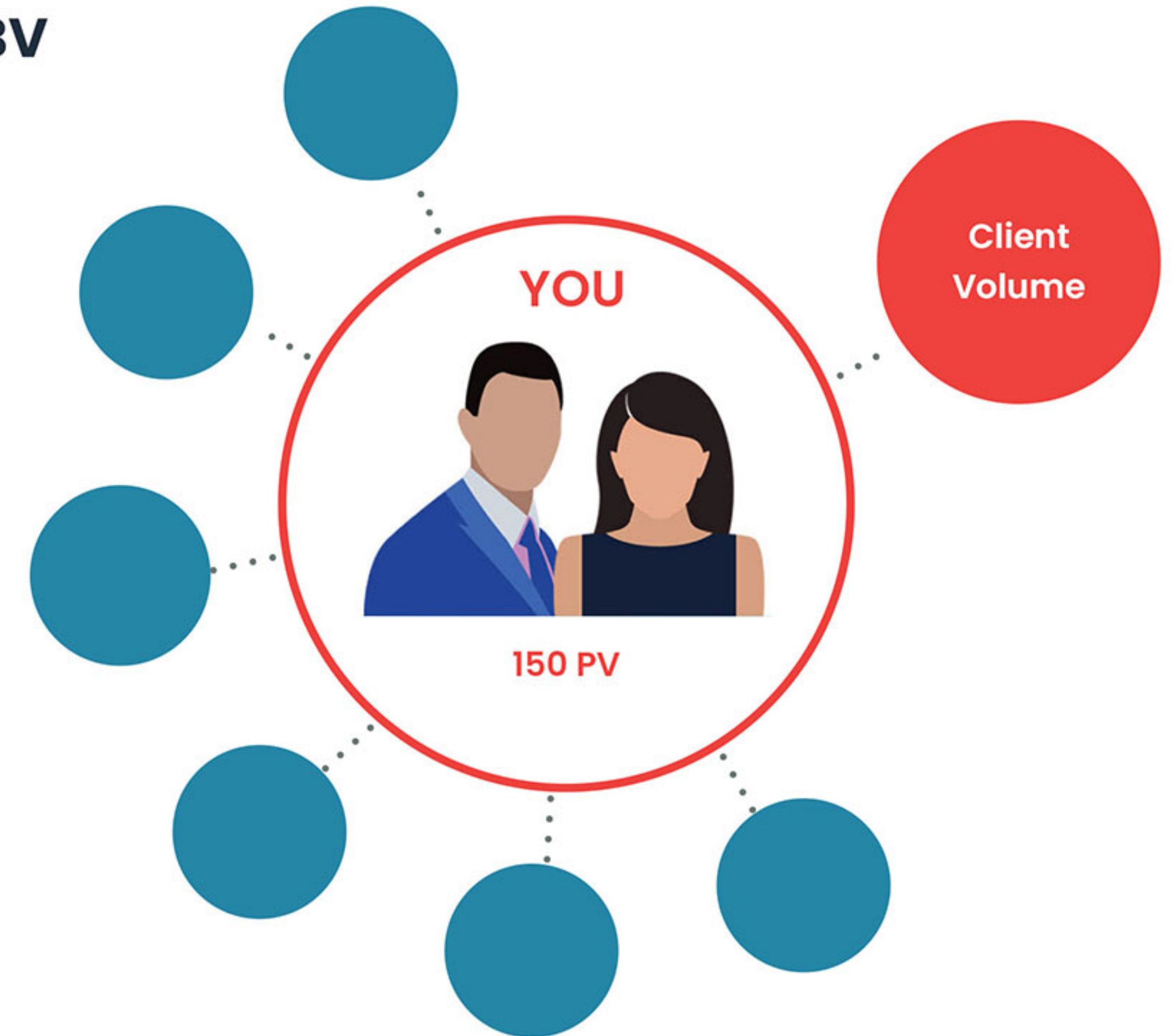
**Retail Profit = \$25.00**

**12% Perf. Bonus = \$399.00**

**Amount Paid Out = (\$85.50)**

**MONTHLY INCOME = \$338.50**

**ANNUAL INCOME = \$4,062.00**



SHOP



SHARE



EDUCATE

The Average Monthly Gross Income for "active" IBOs was USD \$207 (in the USA)/CAD \$186 (in Canada). Approximately 48% of IBOs in the US and 52% of IBOs in Canada were "active".

**\*VCS is VERIFIED CUSTOMER SALES (11% Uplift on PV/BV, 11% Retail Profit)**



**PERFORMANCE  
BONUS SCHEDULE**

7500 PV = 25% of BV

6000 PV = 23% of BV

4000 PV = 21% of BV

2500 PV = 18% of BV

1500 PV = 15% of BV

1000 PV = 12% of BV

600 PV = 9% of BV

300 PV = 6% of BV

100 PV = 3% of BV

**1 PV = 3 BV**

**150 PV/450 BV (VCS 75 PV/225 BV)  
Group Total (25 IBOs) = 3,750 PV/11,250 BV**

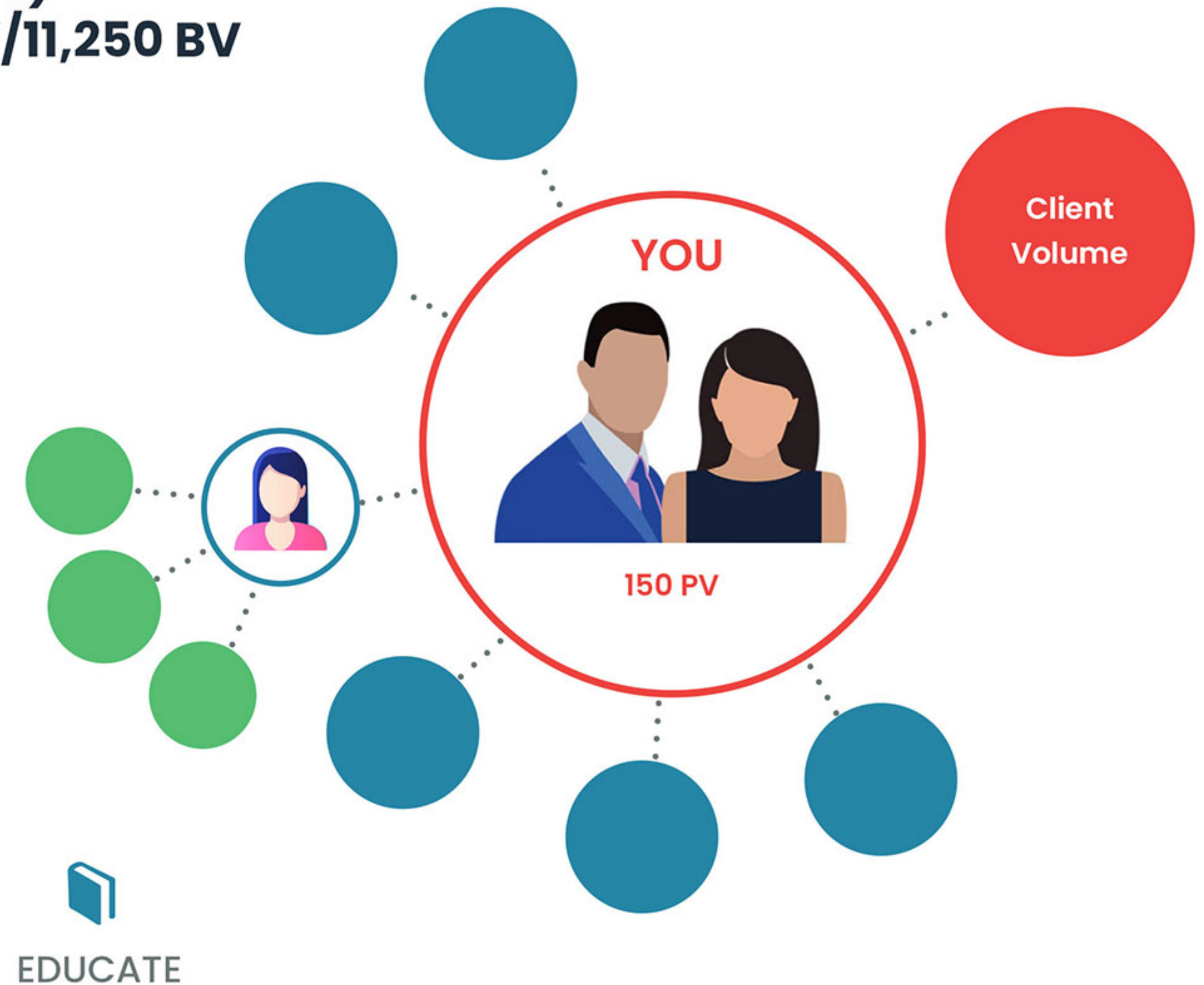
**Retail Profit = \$25.00**

**18% Perf. Bonus = \$2,137.50**

**Amount Paid Out = (\$1,026.00)**

**MONTHLY INCOME = \$1,136.50**

**ANNUAL INCOME = \$13,638.00**



The Average Monthly Gross Income for "active" IBOs was USD \$207 (in the USA)/CAD \$186 (in Canada). Approximately 48% of IBOs in the US and 52% of IBOs in Canada were "active".

**\*VCS is VERIFIED CUSTOMER SALES (11% Uplift on PV/BV, 11% Retail Profit)**



## PERFORMANCE BONUS SCHEDULE

7500 PV = 25% of BV

6000 PV = 23% of BV

4000 PV = 21% of BV

2500 PV = 18% of BV

1500 PV = 15% of BV

1000 PV = 12% of BV

600 PV = 9% of BV

300 PV = 6% of BV

100 PV = 3% of BV

**1 PV = 3 BV**

**150 PV/450 BV (VCS 75 PV/225 BV)**  
**Group Total (61 IBOs) = 9,150 PV/27,450 BV**

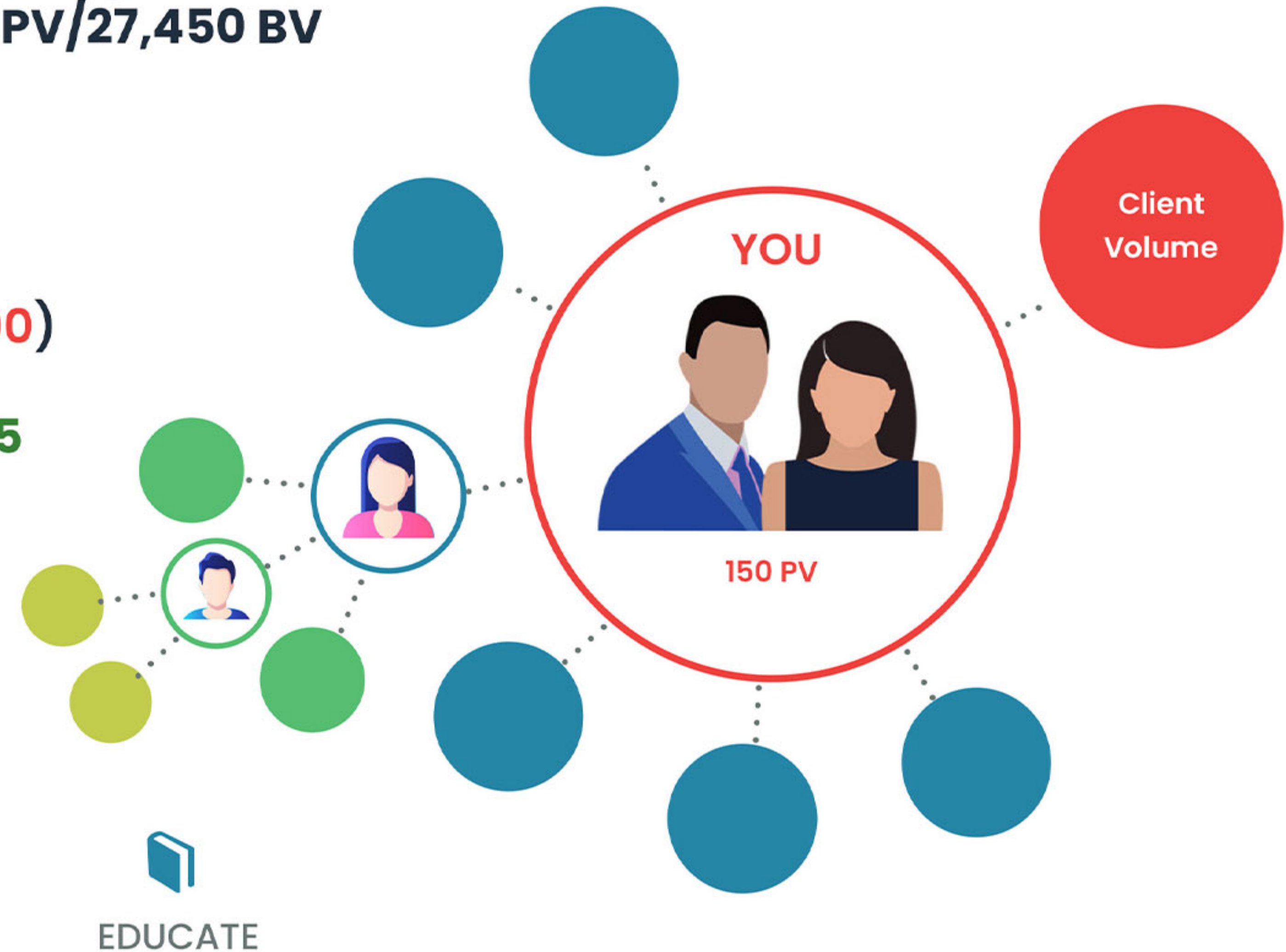
**Retail Profit = \$25.00**

**25% Perf. Bonus = \$7,243.75**

**Amount Paid Out = (\$4,275.00)**

**MONTHLY INCOME = \$2,993.75**

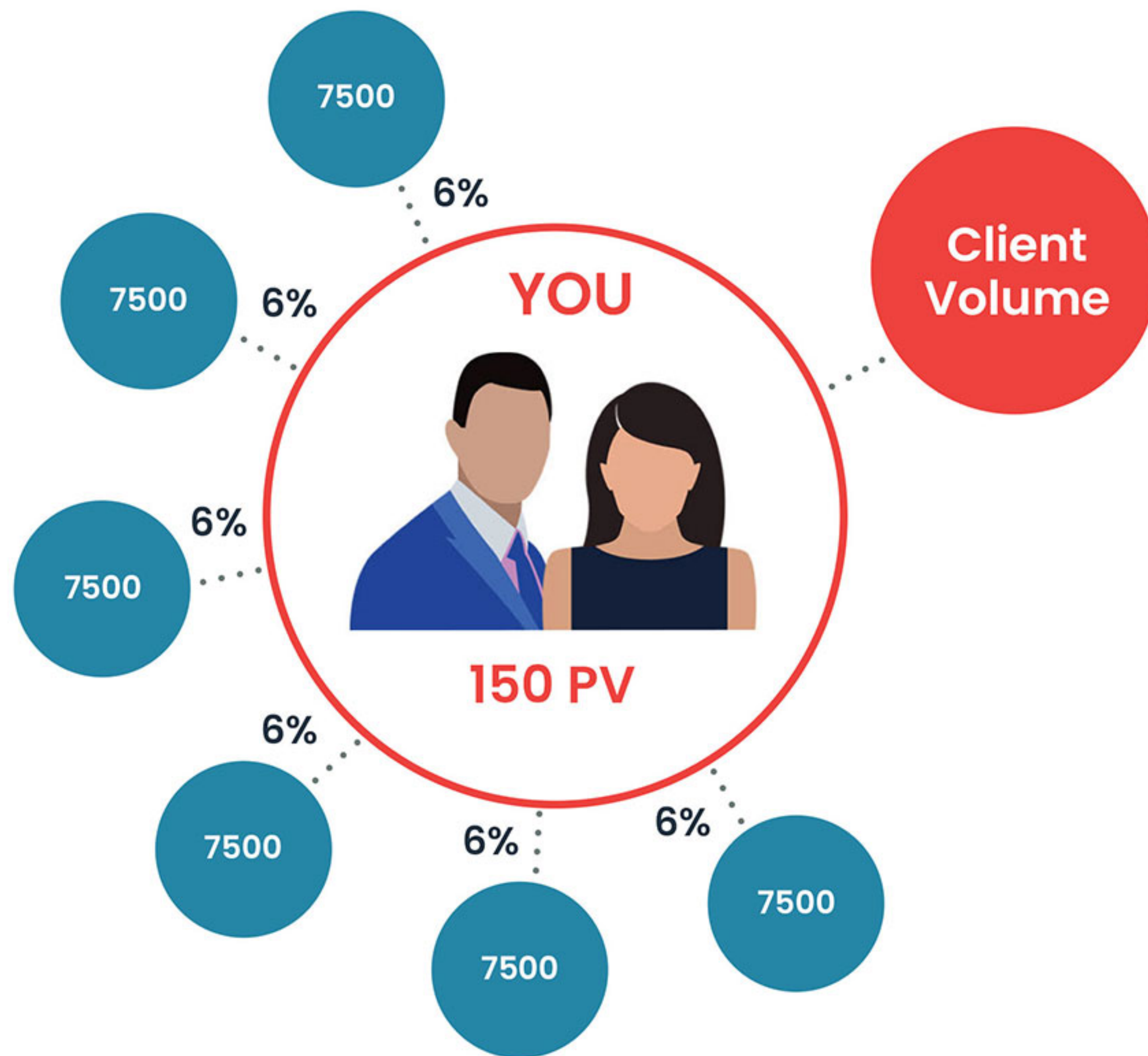
The typical annual income of a Q12 Platinum is \$53,400 and includes all-expenses paid trips to exclusive resorts and destinations.



The Average Monthly Gross Income for "active" IBOs was USD \$207 (in the USA)/CAD \$186 (in Canada). Approximately 48% of IBOs in the US and 52% of IBOs in Canada were "active".

**\*VCS is VERIFIED CUSTOMER SALES (11% Uplift on PV/BV, 11% Retail Profit)**





## WAYS TO MAKE MONEY

### RETAIL MARGIN

Customer Price  
– Your Price  
= Retail Margin

### BONUSES

Your Points  
+ Group Points  
= Monthly Bonuses

### INCENTIVES

Accumulated Points  
= Extra Cash + Trips

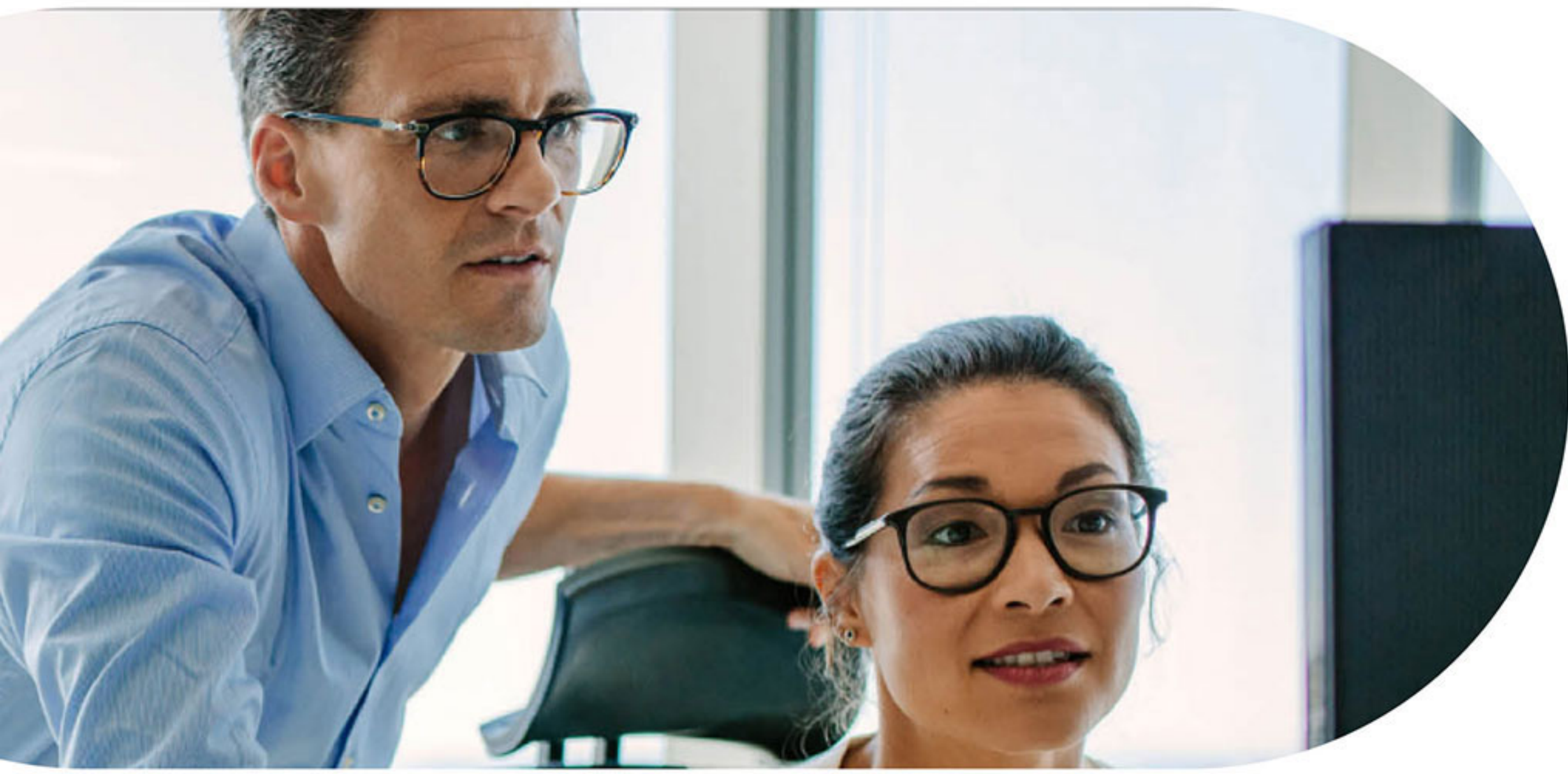
## LEADERSHIP BONUS PAYMENTS

6% = \$1,350 per month per business

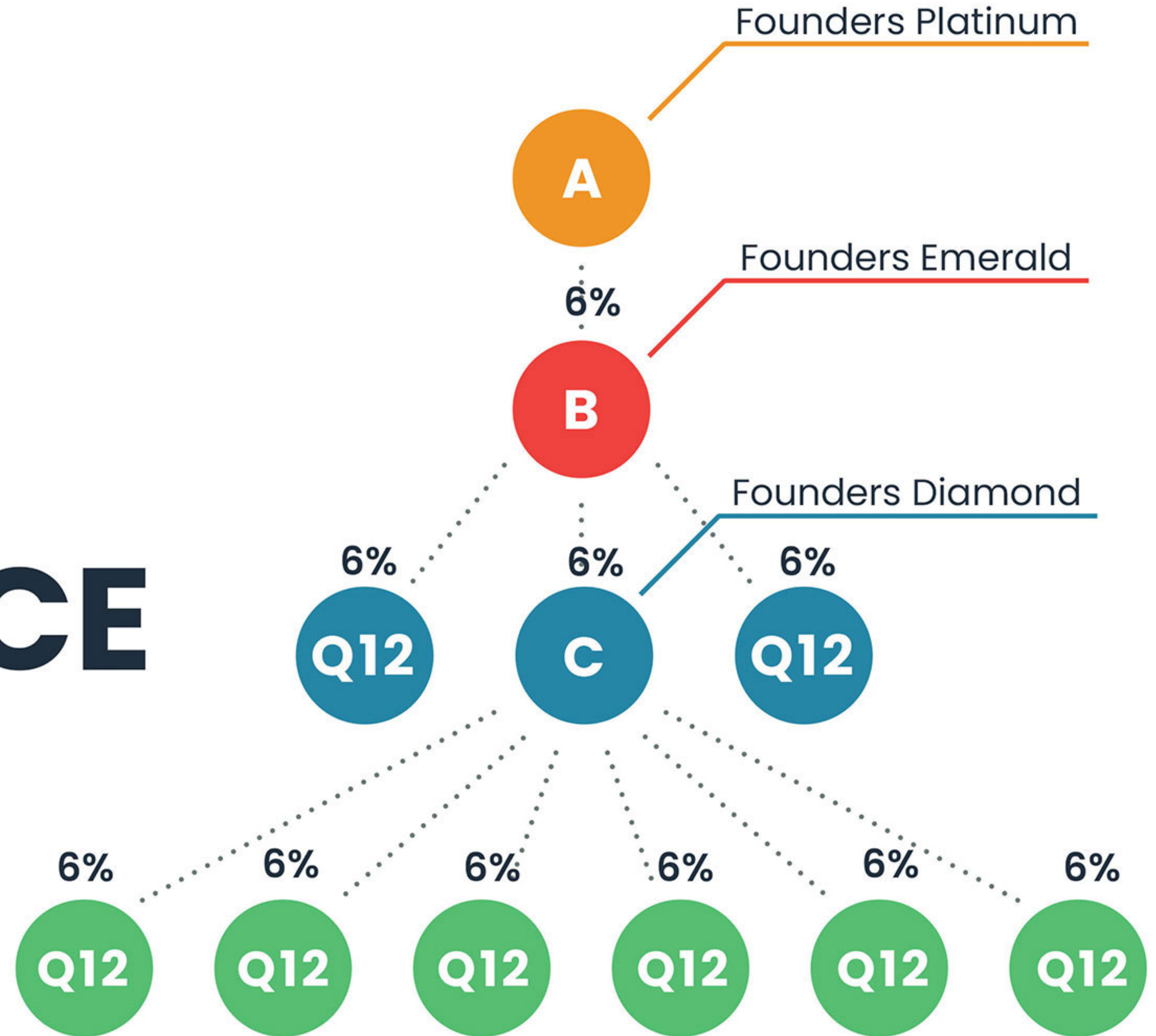
The Average Monthly Gross Income for “active” IBOs was USD \$207 (in the USA)/CAD \$186 (in Canada). Approximately 48% of IBOs in the US and 52% of IBOs in Canada were “active”.

IBOs were considered “active” in months in 2017 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484 (U.S.)/\$2,232 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2017 were excluded. The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway’s discretion. The GI Program is available only to IBOs whose conduct demonstrated high ethical and business standards aligned with the goals and objectives of Amway and its related businesses. 1. Includes compensation from Amway IBO Compensation Plan and Growth Incentives (GI) Program during 2017. 2. Approximately 0.39% of IBOs in North America achieved at least Q12 Platinum status (but not Sapphire or higher) in the calendar year ended December 31, 2017. 3. Approximately 0.11% of IBOs in North America achieved at least Founders Emerald status (but not Founders Diamond or higher) in the calendar year ended December 31, 2017. 4. Approximately 0.03% of IBOs in North America achieved Founders Diamond or higher in the calendar year ended December 31, 2017. For average annual compensation and highest annual compensation at all IBO levels, go to [amway.com](http://amway.com) and search for: Money and Rewards ©2020 Amway Corp. All rights reserved.





# PERFORMANCE BASED INCOME





# YOUR BUSINESS CAN REALLY TAKE YOU PLACES





# HONORING A PARTNERSHIP

DESIRE TO LEARN & GROW

INTEGRITY & ACCOUNTABILITY

FACT-BASED DECISION-MAKING

STRONG VALUES & POSITIVE ATTITUDE

WILLINGNESS TO ACCEPT MENTORSHIP



# YOUR NEXT STEPS

- ① Schedule a follow up meeting
- ② Study the review material shared with you
- ③ Identify values & goals
- ④ Continue building a case for yourself