



ACHIEVER'S PLAN

Greenway Formula 7

(Updated 10/08/2013)

"The Innovative Network"

Greenway Formula 7

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GreenwayFormula7.com



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History of **Greenway Formula 7** by American Achievers

American Achievers, LLC developed and is marketing **Greenway Formula 7** using a UNIQUE business model to bring our products to market. American Achievers was formed in 2012 and it is our belief that this model is the fastest way to bring a dynamic product like **Greenway Formula 7** to the general public. We believe that our distributors are best equipped to find end users who will benefit from this product and we have built a marketing plan that will reward them for their efforts.

Greenway Formula 7 has many applications for home, travel and pets and the best part is.....it's all natural and non-toxic. There are no chemicals or pesticides used in our products, making them exempt from FDA and EPA registration. We have been lab tested by the Entomology Department at a major university and it was proven that **Greenway Formula 7** is 100% effective in killing ticks and bed bugs within 24 to 48 hours of exposure. Our personal experience has shown **Greenway Formula 7** to be effective on many other insects as well and we are currently working on those test.

Overview

Greenway Formula 7's Independent Achievers Program is an opportunity for those who become Passionate about our Products to benefit from our sales and marketing opportunity. No doubt our marketing plan is the most cost effective method of marketing products and services to the end consumers.

Compensation Model

Our Compensation Program is designed to lucratively benefit Achievers. It is not designed to attract persons interested in a recruiting program. It is designed to attract those who are Passionate for our Products and interested in earning on Sales Performance. Towards this goal, we have chosen to provide; generous Retail Bonuses, a clean UniLevel with strong earnings on sales close to you, as well as sales in depth, and the potential to share in company-wide Sales Pools.

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Meet The Team

Tony Ingle - COO

Tony is responsible for the creation of **Greenway Formula 7**. He has over 27 years of experience in a variety of different businesses representing many products and marketing plans. He has reached some of the highest levels of several different sales organizations.

Tony's passion for natural products had its beginning over ten years ago when he discovered that his daughter suffered from breathing problems. Through his research, he learned that dust mites were irritating the issue so he set out to create an ALL NATURAL product to help eliminate the problem. His attempt was more successful than he would have ever imagined. In short, he discovered that the product he created was effective at killing not only dust mites but most insects, including the dreaded "bedbug".

It was at that point that Tony, realizing the growing bedbug problems and the public's continued dissatisfaction for chemicals, decided to make his new product available to the public. In an effort to support his discovery with scientific validation, rather than simple field observations, Tony asked Oklahoma State University to test the product. Their determination was that **Greenway Formula 7** kills ticks and bedbugs, 100% within 24 to 48 hours. **Greenway Formula 7** now offers the opportunity for many to create a business of their own and to help bring our products and solutions to the general public.

Tony is married to Michelle and has 6 kids ranging from 8 to 26.



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THE OPPORTUNITY

Sponsor Change

An Enrolling Distributor is allowed to make a one time Sponsor Change, within 90 days of the new Distributor's contract date. The Enroller will maintain the enrollment of said Distributor for Rank Qualifications.

1.) Retail Profits

A Distributor will receive the difference between Distributor Cost and Retail Cost for all product sold on replicated retail website. **No Personal Sales Volume is required to receive this revenue.**



2.) Fast Start

Members can be qualified to earn a \$50 Fast Start on Optional Products Purchased by new personally enrolled Members. *(No overrides are paid to upline distributors on initial start up orders so as to pay the enrolling distributor the \$50 Fast Start.)* **No Personal Sales Volume is required to receive this revenue.**

3.) Overrides

Following are the Performance Requirements to Achieve particular Monthly Rank Qualifications. Achievement of particular Monthly Rank Qualifications will define potential earnings from Sales.

Overrides represent potential Downline Sales Commissions and DO HAVE Personal or Group Volume requirements to earn.

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Greenway Formula 7 – Goals for Members

These are the Performance Requirements to Achieve particular monthly Ranks.

Achievement of particular Rank Qualifications will define potential earnings from monthly Sales.

Monthly Rank	PSV	GSV	%CAP	PE	LOP
Member	\$0.00	\$0.00		0	0
Team Member (TM)	\$98.00	\$0.00		0	3
Team Leader (TL)	\$98.00	\$500.00	60%	1	4
Supervisor (S)	\$98.00	\$1,000.00	60%	2	5
Regional Supervisor (RS)	\$98.00	\$2,000.00	60%	3	6
National Supervisor (NS)	\$98.00	\$3,000.00	60%	4	7
Director (D)	\$98.00	\$5,000.00	60%	5	8
Regional Director (RD)	\$98.00	\$10,000.00	60%	6	9
National Director (ND)	\$98.00	\$25,000.00	60%	7	10
Vice President (VP)	\$98.00	\$50,000.00	60%	8	10
President (P)	\$98.00	\$100,000.00	60%	9	10
Chairman (CH)	\$98.00	\$250,000.00	60%	10	10

First of all, know that NO Personal Product Purchase is Required.
Personal Product Purchases are Optional.

a.) **PSV = Personal Sales Volume.** This is the total of sales volume (not including tax or shipping), for which your customers or you have conducted through **Greenway Formula 7**. You can Achieve the PSV requirement through any combination of your retail site sales, and your personal orders.

b.) **GSV = Group Sales volume.** This is the collective subtotal of invoices of your entire sales team, including YOU! Yes, you could achieve large GSV through a large Customer Base!

c.) **%CAP = Cap - Max % of required GSV to be considered from a single leg.**

Example: Director has \$5,000 GSV Requirement. No more than 60% of the required GSV may come from a single leg. $\$5,000 \times 60\% = \$3,000$ Thus \$3,000 will be the maximum consideration from any single leg towards this qualification. This necessitates members to work multiple legs to build success. The remaining 40% of required volume can come from an accumulation of as many other legs as necessary.

d.) **PAE = Number of Personally enrolled "Active" Distributors** in Current Commission Period.

e.) **LOP = Levels of Pay**

f.) **Maintenance = Positions will be removed which do not have 3 active months (\$98 personal volume) in 12 month period.**

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A Potential Earnings – Based on Performance

Qualify to earn on Direct Consumer and Team Sales.

Monthly Rank	MEM	TM	TL	S	RS	NS	D	RD	ND
Personal Sales	RB	RB	RB	RB	RB	RB	RB	RB	RB
Level 1	0%	15%	15%	15%	15%	15%	15%	15%	15%
Level 2		10%	10%	10%	10%	10%	10%	10%	10%
Level 3		4%	4%	4%	4%	4%	4%	4%	4%
Level 4			4%	4%	4%	4%	4%	4%	4%
Level 5				4%	4%	4%	4%	4%	4%
Level 6					4%	4%	4%	4%	4%
Level 7						4%	4%	4%	4%
Level 8							4%	4%	4%
Level 9								4%	4%
Level 10									4%

Summation:

- All Members and Higher** can earn **RB (Retail Bonus)**, which is the difference between the Greenway Formula 7 Member Pricing and Purchase Amounts of Personal Customers.
- Team Members and Higher** can earn a part of Sales within their **Sales Team**, as a **% of Commissionable Volume** within Levels(Generations) in Downline Sales Team.
- Each rank, towards National Director** may earn on the Commissionable Volume of an **additional Level(Generation) in the Downline Sales Team**.
- VP, PR, and CH** have reserved **Pools of Company-Wide Volume**, as added bonuses for their Achievements.
 - All Vice Presidents and Higher** split an **equal Share of 2% Company-Wide Sales Volume**.
 - All Presidents and Higher** split an **equal Share of 2% Company-Wide Sales Volume**.
 - All Chairmen** split an **equal Share of 2% Company-Wide Sales Volume**.

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4.) PaceSetter Club Bonus

Requirements

1.) Personal Enrollment Requirement:

12 Distributors (**Personally Enrolled**) and 3 VIP's (**P/E**) within 90 days of Sign up.

OR

3 Distributors (**Personally Enrolled**) and 12 VIP's (**P/E**) within 90 days of Sign up.

2.) Personal Autoship Requirement: Must be on auto-ship of \$98 volume each month while qualifying. To remain in the PaceSetter Club, a person must have an Active Autoship of \$98 each following month.

3.) Personal Group Volume Requirement: Must have a group volume (GSV) of at least \$2500.

PaceSetter Club Benefits

25% of Bonus Pool will be divided evenly (each month) between qualified members. Free personal, monthly auto-ship "You pay nothing". (Must maintain \$2500 GSV/Mo. to qualify for bonus in any particular month).

5.) Greenway Luxury Bonus

Luxury Bonus Qualifications

Regional Director (RD) - 15,000 Group Volume	\$100 per month luxury bonus
National Director (ND) - 35,000 Group Volume	\$200 per month luxury bonus
Vice President (VP) - 75,000 Group Volume	\$400 per month luxury bonus
President (P) - 150,000 Group Volume	\$600 per month luxury bonus
President (P) - 200,000 Group Volume	\$800 per month luxury bonus
Chairman (CH) - 500,000 Group Volume	Lifetime Achievement Bonus

**Must be active and on AutoShip*

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Educate Yourself!

About Our Success

First of all, true success in our business is based on the Sale of real Products and Services to real People. At Greenway Formula 7, we have a passion for our product line and are excited to see so many others become passionate for it as well. This is the key to success. If you love our products and are passionate about them, they will be easy to Share with others. That's it! Simply share out Products with others and let the Product do the work! This is how you build TRUE, long-term success!

Industry Terms

As with any industry, not knowing the lingo is a quick identifier of a 'Green Horn' and often leads to a lack of belief or trust, when sharing a product.

AutoShip: Refers to an automatic re-purchase of a company's product or service, according to a schedule. Normally, an identified Product, Price, and Date of regular re-purchases is defined.

Bonus Pools (BP): Profit Sharing or Bonus Pools are established by setting aside a portion of every sale made by a company. Those funds are then divided among qualified individuals, or they are split into sub pools and then divided. Generally, there are two methods for division. Earned shares based on Sales Performance, or equal division of everyone in the pool based on equal rank or higher. The later is preferred.

Commissions: Refers to an earned benefit from Sales Performance, usually within your Sales Team.

Compensation Plan: Refers to the Model/Payment Schedule, used for identifying, calculating, and demonstrating Qualifications, Rank Advancement, Bonuses, or Commissions based on Sales Performance.

DownLine: Refers to Income Centers located Below you. Normally making up your Sales Team. The Sales Performance of these Income Centers is often used for Rank Advancement and/or Commission Calculations.

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Income Center: Refers to a position in a DownLine or Compensation Plan Structure, representing the Independent Representative and the Customers belonging to that Independent Representative. Important to note is that Customers and the volume of those customers is represented within the Income Center of the Independent Representative. Customers are not represented in that Independent Representative's Downline, as it is made up of the Income Centers of other Independent Representatives within the Sales Team.

Independent Representative: Refers to an individual who chooses to Independently represent a company's products or services, according to the company's Terms and Conditions, as well as Policies and Procedures.

Legs: Legs are used to identify the First Level Income Centers and their respective Sales Teams.

UNILEVEL

You

| | | | ...etc.

Leg1 Leg2 Leg3 Leg4 Leg5

Remember, a UniLevel is Unlimited Width, so Unlimited Earning Potential!

Genealogy: Refers to the downward progression of Income Centers, beginning with your Income Center. The Genealogy may be demonstrated with as Limited or Unlimited, in either Width or Depth. Fundamentally, the Genealogy is made up of Income Centers who market a company's products or services to end consumers. These Income Centers make up your Sales Team and their volume may be used for determination of your qualification, rank advancement, or commission calculations.

Residual Income: Refers to regular earned income from the Performance of your Sales Team.

Retail: Refers to the Selling Price to End Consumers, either Person to Person, or from a website. It is normally intended to be the price a Customer pays, which is higher than the Distributor/Independent Sales Representative Wholesale Price.

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Warm Market: Refers to those people which you know and may be able to reasonably contact to discuss the products or services you sell.

Wholesale: Refers to the Distributor/Independent Representative Special Pricing.

Wholesale/Retail Bonus (RB): Generally considered the First Bonus available to any Sales Representative, regardless of qualification. Sell products to end consumers, in person or by the company Website. End consumers pay retail price and the Sales Representative enjoys the difference between the consumer purchase price and the Sales Representative's wholesale purchase price.

SOURCE: *The Terms and Definitions were provided by Industry Consultant, Scott H Leonard*

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