



# Compensation Structure

Version 1.2 Soft Launch





**Our Retailers Are the Foundation and Center of Our Marketing. They Are Our Most Important Asset, and We Reward Them with Exceptionally Generous Commissions, Bonuses and Benefits.**

- 1.) The Focus** of our company is our amazing products
- 2.) The Culture** of our company is giving those products away.
- 3.) The Foundation of your Success** is consistently providing people the opportunity to try the products - just like specialty food stores in malls that give away free samples. They know once you taste their product you'll become a customer.

Many who use our chips will want to become a retailer and sell them, just like you. So by giving away chips as samples, you are well on your way to being successful in CieAura.

**CieAura Has Developed A Unique Compensation Plan Designed To Generate Extraordinary Income And Exciting Performance Rewards.**

CieAura's plan is designed to pay out a maximum of 50% CSV to our field sales organization. In CieAura's pay structure there are incentives (cooperative team building) that encourage support for everyone, not just a few. And there are built-in principles to reward the part-time and first time retailers as well as attracting the experienced business minded individuals who are looking for a six-figure monthly income. CieAura's plan has been proven as one of the most innovative and unique compensation plans ever offered in the industry.



## The CieAura Compensation Plan is designed to allow Immediate Income as well as Ensuring Long-Term Residual Viability.

A person becomes a **CieAura Retailer** by completing the CieAura online application and purchasing a \$39 Business Center. This new Retailer receives a CieAura website and is now qualified to purchase products at wholesale and sell them at retail.

1. Retail Profits
2. Preferred Customer Profits
3. First Order Commissions
4. Team Sales Commissions
5. Global Bonus Pool
6. Seven-Level Unlimited Matching Bonuses
7. Leadership Ranks, Rewards and Benefits



## Retail Profits

Your retail profit is the difference between the wholesale price you pay and the retail price you charge your customer. When you make the sale in person, you receive your retail profit immediately. When the retail sale is purchased through your replicated website your retail profit is paid via your weekly commissions.

### Become a STAR Retailer

**Step 1** - Complete the CieAura online application

**Step 2** - Purchase a \$39 Business Center

**Step 3** - Purchase a starting inventory package

**Step 4** - Enroll in monthly autoship by ordering at least a single one-month packet of Holographic Chips

Commissions are based on sales that take place between Sunday at 12 AM through the following Saturday at 11:59:59 PM (23:59:59) Central Standard Time. Your commission check is sent out the following Friday with all other weekly commissions.



## Preferred Customer Profits

Enroll Preferred Customers and earn a 33.33% commission on their purchases.

People want to be Preferred Customers because when they purchase on autoship they receive an 18.2% discount, saving \$10 per individual monthly pack (\$44.95). For every 5 packs they purchase the accumulated savings is like getting one free.

Preferred Customers can also purchase as many as they wish each month and still receive the same special Preferred Customer savings. If they want to, Preferred Customers can even change to a different product every month without losing their discounted price.

- Because the Preferred Customer receives a significant discount and the selling Retailer is still paid a substantial commission, the CSV for the Sales Team is calculated at 50% of the normal 30 CSV. So for Preferred Customer sales the CSV will be 15 for each one month pack.



## First Order Commissions

There are currently three choices of Initial Inventory Packs to choose from:

- **Home Pack:** One each of the one-month packets: \$119.85 (60 CSV)  
*1 Rest Quiet, 1 Pure Relief, and 1 Pure Energy Plus*
- **Business Pack:** Three each of the one-month packets: \$359.55 (200 CSV)  
The Business Pack comes with a *bonus Pure Relief (Pain management) packet for a total of 10 one-month packets.* - Currently with the purchase of the Business Pack (or Premium Advantage pack) a new Retailer qualifies for the CieAura Founder's Club.
- **Premium Advantage Pack:** \$1438.20 (750 CSV)  
This is by far the best and most economical per packet way to start your business. With the purchase of the Premium Advantage Pack the **STAR Retailer** receives the equivalent of 12 one-month packets for free for a total of 48 of the one-month packets. This package is available in four different mixes of products.
- Individual one-month packets are 30 CSV each.

Direct commissions are paid on a new retailer's first order. The commissions are paid to both the referring retailer and to their immediate upline.

INVENTORY PRODUCT PACKS	FIRST ORDER COMMISSION	UPLINE FIRST ORDER COMMISSION	COMMISSIONABLE SALES VOLUME
Home Pack	\$15	\$5	60 CSV
Business Pack	\$50	\$20	200 CSV
Premium Advantage	\$100	\$50	750 CSV

Commissionable Sales Volume on non-inventory product packs are based upon 30 CSV per each one month packet.

When a Retailer upgrades by purchasing a larger Inventory Product Package within their first 60 days of enrollment, First Order Commissions are paid. The personal Commissionable Sales Volume from referrals and upgrades will not be added to the enrolling retailers Pay Team volume (because you already are paid on them).

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### Team Sales Commissions

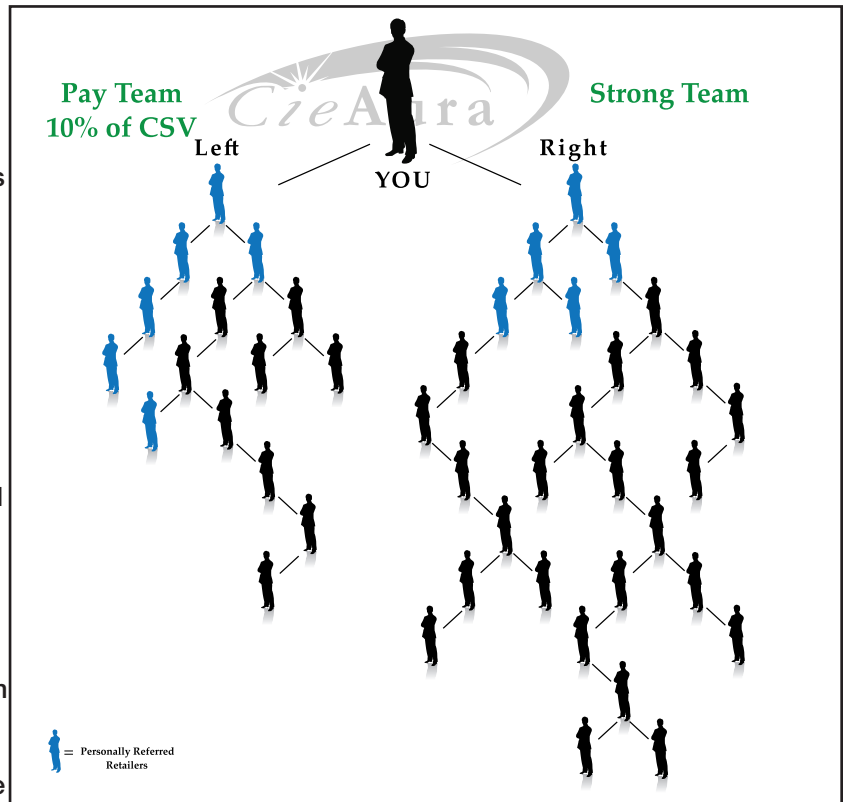
Your personal organization is a two-team structure [ see example at right ]. All your efforts will be focused on these two teams only. Although we build two sales teams, CieAura's compensation plan is nothing like what has been traditionally referred to as a "binary" plan.

- There are no "cycles"
- There is no "binary creep" (unreasonable fluctuating payout amounts), Each "leg" is known as a "Sales Team" and
- There are no difficult "cumulative sales" requirements
- There is no selling or recruiting; only referring: refer people to the product and to the website

CieAura's two-team structure is a powerful building strategy because it is coupled with cooperative team building (and spill-over). It creates geometric growth leading to significant financial rewards.

CieAura's compensation plan gives a new or part time person an honest chance at success yet creates a real opportunity for full-time and experienced networkers to be paid what they are really worth.

All qualified Retailers will earn 10% of the total CSV in the smaller team (Pay Team) per week. Think of it this way: for every individual packet sold on your Pay Team you receive \$3.00. A maximum of \$7,500 (75,000 CSV) in Team Sales Commissions can be earned per week. No more than 75,000 CSV will be carried forward in the greater team from week to week.



In order to receive Team Sales Commissions, a person must be active and have obtained the rank of a Two Star Retailer.

- A Two Star Retailer has referred two Active Retailers (one on the left sales team and one on the right sales team) and has minimum 30 PSV
- Two Star Retailers are eligible to receive the Teams Sales Commissions (10% pay leg). Until the Retailer is qualified as a Two Star Retailer, the Left and Right CSV will accrue.

Team Sales Commissions are based on the sales that take place between Sunday at 12 AM through the following Saturday at 11:59:59 PM (23:59:59) Central Standard Time. Your commission check is sent out the following Friday with all other weekly commissions.

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### Global Bonus Pool

This pool is designed to help the newest retailers in CieAura generate an income as they build their business. Three percent (3%) of CSV world wide is paid back monthly to those retailers based on share volume.

Here's how it works:

- For every 1,000 CSV generated from unilevel (personal genealogy) the retailer earns 1 share. (3% of total CSV is divided by total number of earned shares = the value of 1 share.) For Example: If a retailer's personally genealogy generates 5,250 CSV for the month, that Retailer would receive five shares.
- All Personal Sales Volume and Preferred Customer volume count towards the calculation of the retailer's share total.

- When a retailer’s monthly income hits \$5000, not counting the GBP, they no longer participate in the pool.
- Retailers are not eligible for GBP during their first full month of business.

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## Seven-Level Unlimited Matching Bonuses

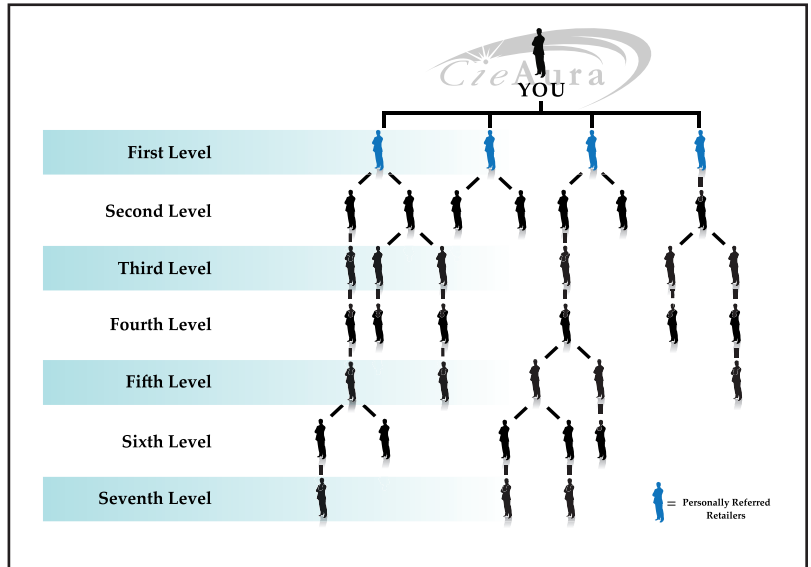
CieAura’s compensation plan pays up to 30% of the Team Commissions of anyone you have personally referred, no matter where they are positioned. Plus you can receive a matching bonus on the team commission income of “THEIR” personally referred retailer. This continues to cascade down through seven level generations deep.

Qualified retailers must generate a minimum of 75 PSV each month and refer a minimum of two active retailers on their Right Sales Team and two active retailers on their Left Sales Team. A personally referred retailer is considered first generation.

Subsequently when a personally referred retailer refers a new retailer, those new retailers become your second generation, and so on down through seven levels (See the diagram at right).

The level of Matching Bonuses a retailer receives is determined by the number of personally referred retailers and their placement (Left Sales Team or Right Sales Team).

Stable organizations are built and long-term income is created by placing positive active retailers equally in both the Left Sales Team and Right Sales Team. The chart below explains the increasing matching bonus percentages and levels. Matching bonuses are paid only to retailers who have at least 75 PSV each month.



Qualified Personally Referred Retailers	Right Sales Team	2	4	6	8	12	15
Qualified Personally Referred Retailers	Left Sales Team	2	4	6	8	12	15
<b>MATCHING BONUS</b>	Level 1	10%	15%	15%	20%	20%	30%
	Level 2	5%	10%	10%	15%	15%	20%
	Level 3		5%	10%	10%	10%	10%
	Level 4			5%	10%	10%	10%
	Level 5				5%	10%	10%
	Level 6					5%	10%
	Level 7						10%



## Leadership Ranks, Rewards and Benefits

RANK	ACTION REQUIRED; THESE ARE CUMULATIVE	PSV	BENEFITS/REWARDS
Retailer	Purchase a business center (\$39)	0	A retailer can buy at wholesale and sell at retail.
Star Retailer	Purchase a Business Center (\$39), an initial inventory package and be on Autoship (minimum \$39.95 per month).	0	Can enroll Preferred Customers & earn Preferred Customers commissions
Two Star Retailer	Along with the above refer two active retailers (one on the left and one on the right)	30	Eligible for Team Sales Commissions (10% CSV from Pay Team)
Three Star Retailer	Personally Refer 3 Active Retailers (at least one on each team)	30	Eligible for Global Bonus Pool
Four Star Retailer	Personally Refer 4 Active Retailers (at least 2 on each team) and has a minimum of 1 Preferred Customer	45	Eligible for Seven-Level Unlimited Matching bonuses
Five Star Retailer	\$1,000 monthly income from all sources and has a minimum of 1 Preferred Customer	75	Receives a framed CieAura Five Star Certificate presented at Convention
Silver Star Retailer	\$3,000 monthly income from all sources	75	Earns the "Black Diamond Training" with Corporate and National leaders. (pre-National Convention, Full Day, location Expenses paid [room, meals, materials])
Ambassador	\$5,000 monthly income from all sources with at least 2 Five Star Retailer in unilevel	100	Earns a \$500 expense account / allowance & Receives a CieAura Ambassador Certificate suitable for framing
Diamond	\$10,000 monthly income from all sources with at least 3 Five Star & 1 Silver Star Retailers in unilevel and a minimum of 2 Preferred Customers	100	Earns a \$1,000 expense account / allowance, a CieAura Diamond Plaque presented on the Diamond Leadership Trip (all expenses paid)
Double Diamond	\$25,000 monthly income from all sources with at least 4 Silver Star Retailers in unilevel and a minimum of 2 Preferred Customers	125	Earns a \$1,000 expense account, a \$1,000 monthly car allowance, a \$500 monthly Insurance allowance and a CieAura Double Diamond Plaque
Triple Diamond	\$50,000 monthly income from all sources with at least 3 Ambassador Retailers and Two Diamonds in unilevel plus a minimum of 2 Preferred Customers	125	Earns a \$1,500 expense account, a \$1,000 monthly car allowance, a \$750 monthly Insurance allowance and a CieAura Triple Diamond Plaque
Black Diamond	\$100,000 monthly income from all sources with at least 6 Ambassador Retailers and three Diamonds in unilevel plus a minimum of 2 Preferred Customers	125	Earns a \$2,000 expense account, a \$1,500 monthly car allowance, a \$1,000 monthly Insurance allowance and a CieAura Black Diamond Plaque

- Automobile allowances and Insurance allowances will be paid on the 15th of the month following the month of qualification.
- Expense allowances are paid from expense reports on the 15th of each month for the preceding month.

Though a person could become a retailer with CieAura and not make any money, I'm sure you can see how, by focusing on product sales, there is a strong possibility of financial success.

## CieAura Dictionary of Terms:

**Active Retailer:** An active retailer purchases a business center (\$39) and has Personal Commissionable Sales Volume (PSV) of at least 30 during a calendar month.

**AutoShip:** The autoship program is designed to make it simple and easy for active retailers and customers to receive their products monthly. By signing up for autoship the product is sent every month automatically and the corresponding credit card is charged. This insures that no one runs out of products and that retailers will always be qualified for commissions and bonuses.

**Business Center:** This is the retailer's personal replicated website and reflects their position in the pay structure.

**CSV:** Commissionable Sales Volume; all CieAura products and Initial Inventory Packs have a CSV point value. Whenever a purchase is made, the CSV accumulates in the Sales Team where the purchase occurs.

**Initial Inventory Packs:** If a new retailer purchases one of the basic initial inventory packages and then chooses to upgrade in their first 60 days they may do so. (The new retailer will pay the full purchase price of the higher level initial inventory pack). Initial Product Commissions will be paid to the referring persons.

**Pay Team:** The smaller of a retailer's two sales team's accumulated monthly CSV.

**Power Team:** The larger of a retailer's two sales team's accumulated monthly CSV.

**PSV:** Personal Sales Volume: In order to qualify for monthly team commissions a retailer must personally generate at least 30 commissionable sales volumes in the qualifying month. That PSV can come from either their personal purchases or from their personally referred Preferred Customer's volume (which counts at 50%). In order to qualify for matching bonuses a retailer's PSV must be 75 CSV in the qualifying month. For all Star Retailers, all PSV in excess of 75 CSV will accrue in the Pay Team and for all Retailers ranked Diamond and above, all PSV in excess of 125 CSV will accrue in the Pay Team.

- If a Retailer does not have personal volume of at least 30 PSV in a calendar month, all their accrued volume will flush from both their Pay Team and their Power Team

**Qualified Retailer:** See the Ranks, Action and Requirement chart which shows the qualifications to receive commissions, bonuses and benefits. As you see in this document, CieAura is a product-sales based company.

**NOTE:** This document is for use during our soft launch period. There will be enhancements and refinements to the plan at the launch conference.



# F.A.Q.

## Frequently Asked Questions Regarding the

# CieAura Compensation Plan

### Q.) I'm new to this kind of marketing, what actions must I take to get paid from CieAura?

A.) After you purchase your business center and receive your Initial Inventory Pack, be sure you are signed up to receive one or more one-month packets of our incredible holographic chips. Next you ask people to try the product. Use these questions:

- Do you or anyone you know have trouble getting a good night's sleep?
- Do you or anyone you know ever get tired during the day?
- Do you or anyone you know ever lose some of your mental clarity just due to being exhausted?
- Do you or anyone you know have any physical pain?

When they say, "Yes" to any of these questions, then just say, "Here, try this Hologram. See if it works for you like it does for me."

Once they try it they will want more. When they ask, "Where do I get these?" then you tell them, "On the internet" and give them your web address. Let the product do the work for you ... these amazing chips will bring the people to you!

If they ask, "How much do they cost?" you can say, "You can buy them at retail getting a one month's supply at a time, or you can **get them at a discount** by being a Preferred Customer. That's where you have them sent directly to you automatically every month (like the "book-of-the-month club"). Or, you can do like I do, get them at wholesale and earn some extra money. Which do you prefer? Aren't these CieAura Chips great?"

You want to refer people to the product and to your website. Your goal is to get four personally referred retailers (two on each Sales Team). That makes you a Four STAR Retailer and you are now eligible to earn all the various commissions and bonuses. There is no time limit on personally referred retailers. Take as long as you need. The key is to give out the product, so people can try them. When they try them, they will want them!

### Q.) How do I earn commissions and bonuses and when are they paid?

A.) At CieAura there are 7 ways our retailers can be compensated:

- 1. Retail Profits** -- buy at wholesale – sell at retail (37% profit without the overhead of a store front, or warehouse). Retail sales are paid at the time of the sale or if the sale is made online, the profits are paid weekly.
- 2. Preferred Customer Profits** – PCs purchase on autoship at an 18.2% discount, saving \$10 per order (\$44.95). Retailers receive a 33.33% profit (\$15.00) - the CSV is calculated at 50% of retail sales or 15 CSV for each one month packet (instead of the normal 30). Profits are paid weekly.
- 3. Team Sales Commissions** – pays 10% of the CSV of the lesser team sales (called "Pay Team") --- Team Sales Commissions are paid weekly, however they are capped at \$7,500 a week.
- 4. First Order Bonuses** – are paid weekly
  - Home Pack pays \$15 to the retailer who referred the new person and \$5 to their immediate upline
  - Business Pack pays \$50 to the retailer who referred the new person and \$20 to their immediate upline
  - Premium Advantage pays \$100 to the retailer who referred the new person and \$50 to their immediate upline
- 5. Seven-Level Unlimited Matching Bonuses** – To receive Matching Bonuses a Retailer must have personally referred people according to the Matching Bonus chart and all personal referrals must be active. One of the outstanding points of CieAura's compensation plan is that to maximize the Matching Bonuses team building is required to be

equal to both teams, making this extremely fair for all concerned. Matching Bonuses are paid monthly.

**6. Global Bonus Pool** – Here new and/or part-time retailers can receive a part of the company's gross sales world wide. It is like profit sharing without being an employee. Three percent (3% ) of CSV world wide is paid back monthly based on share volume: For every 1,000 CSV generated from unilevel (personal genealogy) the retailer earns 1 share (3% of total CSV divided by total number of earned shares = the value of 1 share.) When a retailer's monthly income hits \$5000, not counting the GBP, they no longer participate in the pool. Their shares now go to qualified retailers making less than \$5,000.

**7. Leadership Ranks, Rewards and Benefits** – These are listed in the Pin-Level Chart. By building your Sales Teams and advancing through the company pin levels you can earn all Expense Paid Trips to exotic locations, Advanced Training, Luxury Automobile Allowances, Insurance Allowances and even Expense Accounts to help you build your business at the highest level all while having fun!

### **Q.) What is the \$39 annual fee cover?**

**A.)** This may be the best value for \$39 you'll ever get. This provides you with a fully functional, completely designed replicated web site from which you can do business 24 hours a day - 7 days a week, world wide. This is your virtual store front to showcase your products. It's also your cashier, your accountant and your warehouse.

### **Q.) What are the advantages of the Business Pack?**

**A.)** If you are serious about building a business you'll want to have several samples of all the products. The Business Pack gives you three packets of each type of our launch products (Rest Quiet, Pure Energy Plus and Pure Relief). Plus, because you are serious about building your business CieAura includes an extra bonus packet of Pure Relief... That's a \$39.95 value for free!

### **Q.) What are the advantages of the Premium Advantage Pack?**

**A.)** The big advantage of this pack is price. You pay for 36 single packets and receive 12 bonus packets for free. That drops the price per packet down to \$29.96 each. This gives you a much bigger retail margin. Also you have many more products to hand out (at a lesser wholesale price) as you build your business.

### **Q.) Is there a limit on the number of Premium Advantage Packs a retailer can purchase?**

**A.)** Yes, you can only purchase three Premium Advantage Packs in any single calendar month and you must agree to sell the product at a retail price that exceeds CieAura's normal wholesale price.

### **Q.) What is the difference between the Pay Team and the Power Team?**

**A.)** Retailers build two sales teams, one on the right and one on the left. During the month Commissionable Sale Volume accumulates as a result of the sale of products and the purchase of Initial Inventory Packs. At the end of each month, the Pay Team is the sales team that has the lesser CSV of the two teams; the Power Team is the Sales Team that has more CSV. Because the Pay Team and the Power Team can change from time to time, retailer's who place new retailers equally on each sales team will maximize the Team Sales Commissions and the Matching Bonuses.

### **Q.) How are Team Sales Commissions determined?**

**A.)** The Team Sales Commission is 10% of the Pay Team volume. For example if the Pay Team has 10,000 CSV and the Power

Team has 12,000 CSV, the Team Sales Commission paid to the qualified retailer is \$1,000 (10% of the Pay Team CSV) and 10,000 CSV is removed from both sales teams. The remaining CSV (up to a maximum of 75,000 CSV) is held until the next week.

**Q.) What if my business center has no activity for 4 months?**

A.) After four months of no activity retailers are dropped from the commission structure and must wait a minimum of six months before they can re-enroll. At that time they will be placed at the bottom of the commission structure where they may start building two new teams.

**Q.) How does the Preferred Customer program work?**

A.) Some people will love the products, want to get them regularly, preferably at a discount and yet they may not want to become a retailer at this time. These are ideal candidates to become a Preferred Customer. When they go on line to purchase from your website, the computer will offer them the opportunity to become a Preferred Customer so they can get the products shipped directly to them regularly at a discount.

They receive an 18.2% (\$10) discount and you receive a 33.33% direct sales commission (\$15.00). This is CieAura's way of encouraging retailers to attract and sign up Preferred Customers. Because of the aggressive commission paid on Preferred Customer purchases, the CSV is 50% (15 CSV) of the normal for each one-month packet CSV. Preferred Customer CSV counts towards the retailers PSV.

Preferred Customers do not take a position on a sales team (compensation structure). If at a later time they wish to become a retailer, they can purchase a business center and an initial inventory pack at which time they will be placed in the pay structure just like any other new retailer.

**Q.) How do I access the Expense Account, Car Allowance and Insurance Plan?**

A.) Once you reach the appropriate level, beginning the following month and every month thereafter that the retailer stays level qualified, they will receive the corresponding Luxury Car Allowance. This Allowance must be used towards a company-approved automobile lease or purchase. The Insurance Allowance will be paid on the 15th of the month following the month of qualification. The Expense Allowance is paid based upon submitted expense record forms. These expenses must be used for company-approved business related expenses. These reimbursements will be paid monthly, but not after 90 days from the time the expense was generated.