



Live and Work Your Way

Are you ready to make a real change? We're here to help you realize your potential and reach your goals! What's more, because we have one of the most generous and consistently highest paying compensation plans in the industry, you can make a great part- or full-time income in your spare time as an Independent LurraLife Associate and – as a result – make a true change in your financial position and that of your family. Experience for yourself how rewarding healthy living can be. Start your LurraLife business today!

- NO requirement to purchase a start-up package.
- NO need to buy product every month to earn commissions.
- NO paying money every month for marketing systems.
- NO leadership levels that only reward a few top performers.
- NO tricky qualifications to restrict your earnings.

As an Independent LurraLife Associate, you get everything you need to start building you successful home-based business, including tools, training, and support. All for just \$29.99/year USD*.

- Professionally designed personal LurraLife website with ecommerce store.
- Complete online business and customer management system for sales tracking, order management, e-wallet account records, reporting tools, and customer support.
- Additional marketing and business building resources, videos, training, and support.

*An annual membership fee (\$29.99/year USD) for new LurraLife members will go in to effect in the fourth quarter of 2019 (exact date TBA). It does not apply to retail customers. The membership fee will enable us to continue to have one of the highest paying compensation plans in the industry while providing fantastic systems to help you grow your business and get in the best shape of your life.



Start Making Money Right Away!



When you join LurraLife as an Independent Associate, you can start making money right away without having to personally buy any products.

- Every time a customer buys from your site, you earn 50% of the CV (commissionable volume) on the purchase (Retail Customer Bonus).
- Also, when anyone signs up via your site, they become part of your team, and you get 30% of the CV on their first order (Fast Start Bonus).

As your business continues to grow, you can earn additional income through substantial bonuses. Once you have at least 15 CV coming in (either through a personal monthly order or at least two monthly retail customer product purchases) and have sponsored two Active Associates (one on each of your Two Teams):

- You earn up to 10% of the balanced CV generated by your teams every week (Two Team Pay). (Actual payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 per week.)
- Plus, you get paid a 50% weekly check match on the Two Team Pay earned by all of your personally sponsored team members (Matching Bonus on Personals).

Upgrade to Maximize Your Potential!

Upgrading to “Active” gives you added benefits and major advantages.

Not only do you get member’s only access to special product packages and programs, you can earn additional bonuses and prizes as you advance in the ranks.

You also get our LurraLife Associate Premium Marketing System for FREE!

- Dedicated in-house Company Call Center that your customers and leads can call to get assistance and information.
- Trained Call Center staff who take your calls, present to your prospects, take their orders, and sign them up in your team... and YOU get 100% of the commissions.
- Online sales funnel websites, including professionally developed lead capture pages and videos.
- Automated follow-up emails sent to everyone who comes through your lead capture pages.
- Contact Management System Lead Program of people in the USA looking for a home-based business.



This marketing system is a huge benefit and provided at no additional cost to our Active Associates. Most companies charge their members large fees for systems that do not offer as many valuable features.

7 Ways to Earn with LurraLife

You can earn great commissions as an Independent LurraLife Associate. Plus, there are lots of opportunities for bonuses and prizes...all just for sharing LurraLife!

(1) Retail Customer Bonus: Earn 50% of the CV on all your Retail Customers' purchases. (Also, 40% of the CV will go into the Two Team Pay plan.)

(2) Fast Start Bonus: Earn 30% of the CV on the first order of all associates that you personally enroll. (Also, 60% of the CV will go into the Two Team Pay plan.)

(3) Two Team Pay: Earn up to 10%* on the balanced CV of your Two Teams every week. (Volume is calculated to infinity with no cycles.)

(4) Matching Bonuses: Earn a 50% Matching Bonus on Two Team Pay of all your personally sponsored associates AND a 10% Matching Bonus paid up to 5 generations of Two Star (or higher) Associates.

(5) 4 Who Get 4 Car Bonus: Earn a \$500 USD monthly Car Bonus by sponsoring 4 associates who then sponsor 4 associates (total of 20 associates) who all purchase a qualifying package.

(6) Lifestyle Bonus: Earn a \$500-\$2,000 USD monthly Lifestyle Bonus once you maintain the Four Star or higher rank for 5 weeks in a row.

(7) Rank Recognition Prizes: Earn special recognition as well as fantastic prizes and gear as you advance in the LurraLife Associate ranks.



COMMISSION SCHEDULE

The Retail Customer Bonus and Fast Start Bonus are both paid in real time; they are entered into your e-wallet instantly. The Car Bonus and Lifestyle Bonus are both paid monthly; they are entered into your e-wallet on the first Wednesday after the 15th of the month.

The Two Team Pay and Matching Bonuses are paid weekly with a one-week delay. For these the commissionable week runs 12:00 am EST Wednesday through 11:59 pm EST Tuesday; and the corresponding commissions are entered into your e-wallet the following Wednesday. For example, commissions for Wednesday 9/4 – Tuesday 9/10 are paid on Wednesday, 9/18.

You can request a payout from your e-wallet at any time, and it will be paid on the upcoming Friday. All such requests submitted through the week by 12:00 am EST Thursday are paid on the Friday of that same week. Payouts are made via ACH, i-payout, or BTC – based on what you set up for your account.

75% RULE FOR TOTAL PAYOUT

The Two Team Pay plan pays individual associates up to 10%* of their teams' balanced volume until the total payout across the company reaches 75% of the collective company-wide CV. If the total company-wide payout is calculated to be over 75%, actual individual payouts will be adjusted down to make the total company-wide payout be 75%. If the total payout is under 75%, the difference will go into a company reserve to cover any weeks that the payout is higher. This is designed to ensure that the company can always pay out the maximum amount possible to our associates without paying out too much, so that we can insure the stability of the pay plan long term.

**Actual individual Two Team payouts average 8%-10%; and the maximum payout is \$20,000 USD per week.*

NOTE: Commissionable Volume (CV) is the dollar value assigned to each product for the calculation of commissions.

Rank Qualifications & Compensation Plan

Rank	Qualifications	Retail Customer Bonus	Fast Start Bonus	Two Team Pay*	Matching Bonuses	Lifestyle Bonus	Rank Recognition Prizes
Retail Customer	None.	N/A	N/A	N/A	N/A	N/A	N/A
Associate	None.	50%	30%	N/A	N/A	N/A	N/A
Active Associate	Have 1 personal order or 2 retail customer orders. Orders can be of any CV.	50%	30%	N/A	N/A	N/A	N/A
One Star	Must be Active, have 15 CV, plus maintain 1 personally sponsored Active Associate on your left team and 1 on your right team.	50%	30%	Up to 5% per leg	50% on personals	N/A	Certificate
Two Star	Maintain One Star qualifications, have 40 CV, plus earn \$1,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 6% per leg	50% on personals & 10% on 1 generation	N/A	Inspirational Wristband
Three Star	Maintain One Star qualifications, have 40 CV, plus earn \$3,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 7% per leg	50% on personals & 10% on 2 generations	N/A	My10kLife Smart Fitness Band
Four Star	Maintain One Star qualifications, have 40 CV, plus earn \$5,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 8% per leg	50% on personals & 10% on 3 generations	\$500	Lodging at company event
Five Star	Maintain One Star qualifications, have 40 CV, plus earn \$10,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 8% per leg	50% on personals & 10% on 4 generations	\$1,000	High quality Backpack
Black Star	Maintain One Star qualifications, have 40 CV, plus earn \$25,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 9% per leg	50% on personals & 10% on 5 generations	\$1,500	Local Adventure Trip plus hiking shoes and poles
Legendary Star	Maintain One Star qualifications, have 40 CV, plus earn \$50,000 in weekly sponsorship volume 5 weeks in a row.	50%	30%	Up to 10% per leg	50% on personals & 10% on 5 generations	\$2,000	Destination Adventure Trip with the Founders

*Actual individual Two Team payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 USD per week.

All dollar amounts listed are in USD.

Experience the Power of Teams

Making money with your own LurraLife home-based business is simple due to the power of our Two Team plan. You only need to focus on one thing: Be an Active Associate yourself, then sign up two other Active Associates (placing one on each of your teams), and then just teach them to do the same thing. Get 2, teach 2... it doesn't get any easier than that.

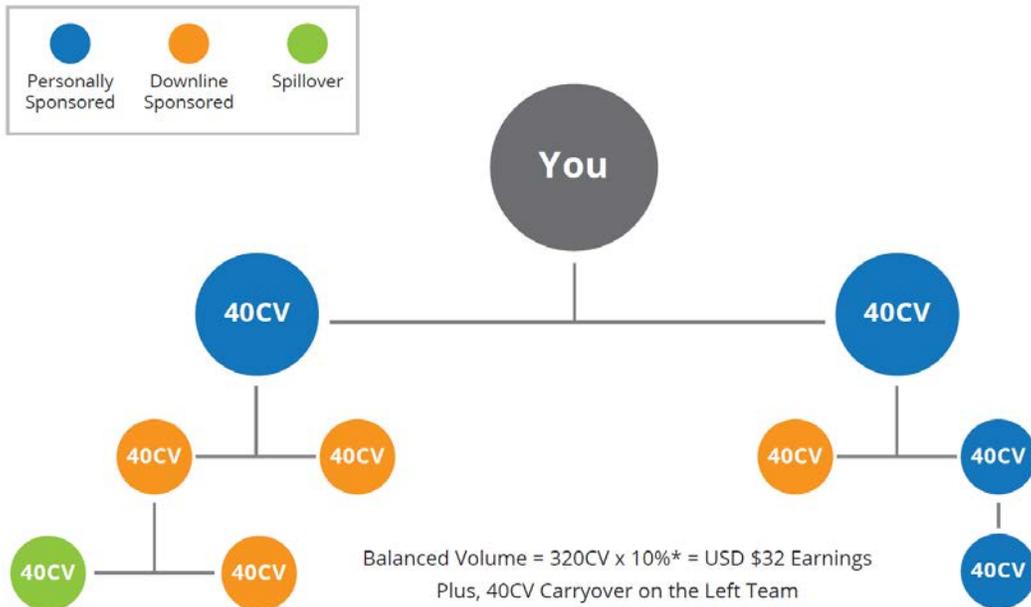
In this simple but powerful plan, you have a team on your left side and a team on your right side. As you personally introduce others to LurraLife, you can sign them up in either of your teams. New associates can also be placed on your teams for you by your Sponsor (or other associates above you) in addition to the efforts of those associates below you in your organization.

As soon as you become an Independent LurraLife Associate, you earn up to 10%* of the balanced Commissionable Volume (CV) generated by the members in your two teams, with volume calculated to infinity and with no cycles.

The Two Team Pay is calculated and paid out to you weekly. And the extra CV that you are not paid on from your larger volume team carries over to the next week as long as you maintain the rank of One Star or higher. (So, it pays to stay active...and to teach your team members to stay active too. It's really that simple.)

Even better, the leveraging power of our Two Team plan doesn't end there. Not only are you rewarded for introducing others to the business and helping them succeed, it applies to everyone on your team. So, the more Associates you help join LurraLife, the more opportunities you all have to grow your incomes.

Plus, as your teams grow, your income increases substantially. With our systems and training, it's doesn't take long before you can be making a great part-time or full-time income in your spare time. The key to success is simply sharing the LurraLife products and home-based business opportunity with others.



This example shows how powerful the Two Team Pay plan can be. It is based on the Associates each having a 40 CV order. In this example, there are 5 Associates on the left team collectively generating 200 CV and there are 4 Associates on the right team collectively generating 160 CV. So, the balanced Commissionable Volume of the Two Teams totals 320 CV (160 CV/team X 2 teams), with 40 CV remaining on the left (which will be carried over to the next week's payout calculation). At a 10%* payout of the Commissionable Balanced Volume on 320 CV, you would earn \$32 USD this week just in Two Team Pay. **Actual individual Two Team payouts average between 8%-10%; and the maximum Two Team Pay is \$20,000 per week.*

Matching Bonuses Program

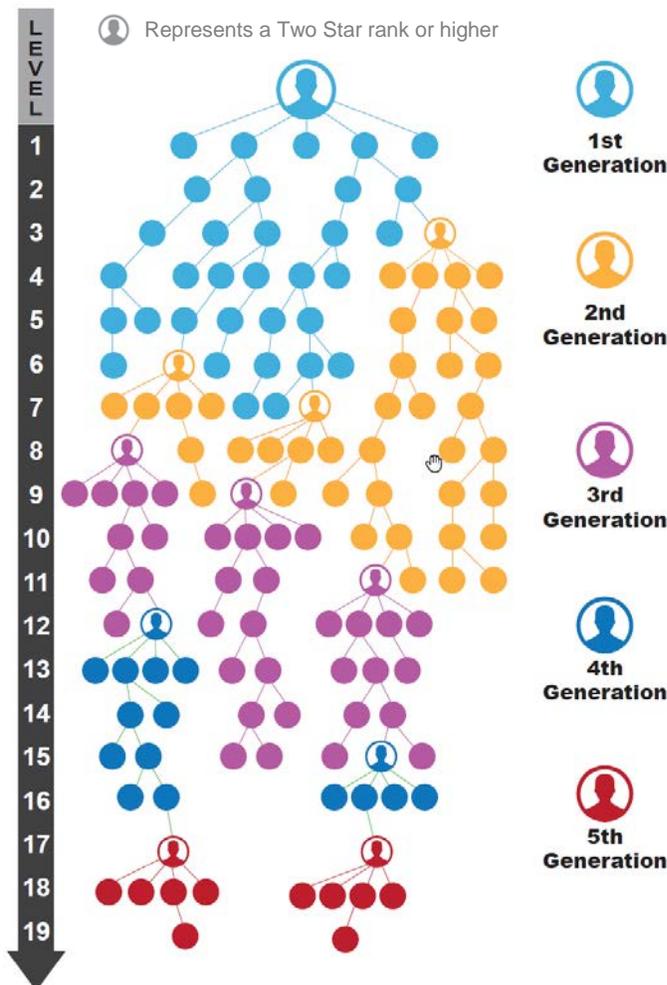
The LurraLife Matching Bonuses program allows you to earn two different powerful matching bonuses on the Two Team Pay earned by Associates in your Sponsorship Organization. Note: Match is based on the Two Team Pay only.

First as soon as you become a One Star Associate, you start getting paid a 50% weekly check match on the collective Two Team Pay earned weekly by all of your personally sponsored team members. As shown in the example to the right, as you build your team, your earning potential rapidly skyrockets.

# of Personally Sponsored Associates	Their Total Combined Two Team Pay	Your 50% Weekly Check Match
5	\$1,000	\$500
25	\$10,000	\$5,000
50	\$25,000	\$12,500

Example in USD dollar amounts.

Second, once you reach the rank of Two Star, you also get a 10% weekly check match paid on up to five generations of Two Star Associates (or higher rank) in your Sponsorship Organization. This match can create a significant amount of additional income each week in your LurraLife business since a generation can represent large groups of associates as shown in the example below.



In addition to the Two Team structure, all your personally sponsored Associates are also part of your Sponsorship Organization. In your Sponsorship Organization, the Associates you personally sponsor are placed on your first level (with unlimited horizontal expansion potential). And all the Associates they personally sponsor are placed on your second level...and so on.

For the generational weekly check match, the start of a generation is recognized when an Associate in your Sponsorship Organization has reached the rank of Two Star or higher during a weekly pay period. The match includes all Associates below them in that team leg of your Sponsorship Organization until the tracking system encounters another Associate in the same team leg who is also at the Two Star rank or higher. That Associate would then start your next generation.

Simple Ways to Earn Even More!

As you share the LurraLife products and/or opportunity with others, these added bonuses can create a significant amount of additional income.

Retail Sales

You earn 50% of the CV every time a Retail Customer purchases a product from you. For example, a \$59.95 USD purchase has 40 CV, so that Retail Customer Bonus would be \$20 USD. And you are paid that on every product they buy from you. Note: You receive a professionally designed personal website with ecommerce store when you join LurraLife. Plus, you get an online business management system for sales tracking, order management, and account record keeping.

New Sign-Ups

Also, you are paid 30% of the CV on the first order of all Associates that you personally enroll in LurraLife. For example, a \$59.95 USD order has 40 CV, so that Fast Start Bonus would be \$12 USD. Plus, whenever anyone signs up for LurraLife via your site, they are automatically placed on your team. And when you upgrade your membership to "Active", you get additional marketing systems to attract even more prospects.

Monthly Car Bonus

You can get up to \$1,000 USD a month to use towards your existing vehicle and expenses OR to buy a brand-new vehicle of your choice. There are no restrictions; it can be a car, motorcycle, recreational vehicle, or even a boat! Just follow these 3 simple steps to get \$500/month USD: (1) purchase a qualifying LurraLife product package; (2) share LurraLife with four others who also each purchase a qualifying product package; and (3) teach those four Associates to each do the same thing. Then, just do it again to double your car bonus and get \$1,000/month! It really is the easiest, most flexible car bonus in the industry.

Monthly Lifestyle Bonus

Plus, you'll get up to \$2,000 USD a month in Lifestyle Bonuses once you maintain the rank of Four Star or higher rank for 5 weeks in a row (amount based on rank; refer to the Rank Qualifications table). What's more, you can use this money however you want. So, plan that dream vacation, spruce up your wardrobe, remodel the house, pay off those bills, or start checking off some bucket list items.

Plus, Lots of Prizes

As you advance in the ranks with LurraLife, you'll also earn special recognition as well as fantastic prizes and gear. Plus, there are ongoing opportunities to get free products and swag as well as exclusive trips, including through our My10kLife Program, Spotlight Contests, and Healthy Living Challenge.

