






LURRALIFE COMPENSATION PLAN






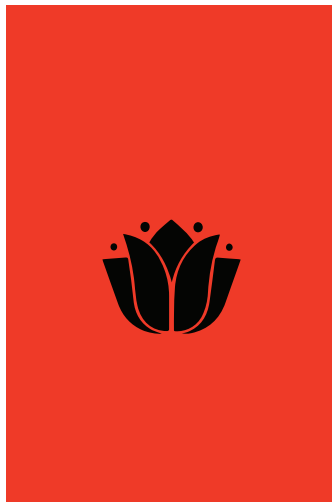
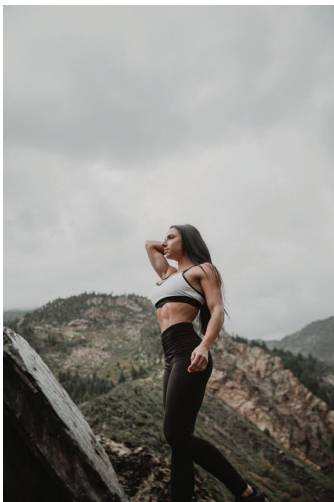
Live and Work Your Way.

Are you ready to make a real change? We're here to help you realize your potential and reach your goals! We have one of the most consistently and highest paying compensation plans in the industry. You can make a great part-time or full-time income in your spare time as an Independent LurraLife Brand Partner and 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 Brand Partner**, you get everything you need to start building your successful home-based business - including tools, training, and support.

-  Professionally designed personal LurraLife website with e-commerce 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.



START MAKING MONEY RIGHT AWAY!

When you join LurraLife as an Independent Brand Partner, you can start making money right away simply by sharing the products you already know and love through our proven system.

RETAIL CUSTOMER BONUS

Every time a customer buys from your site, **you earn 50% of the CV** (commissionable volume) on the purchase.

FAST START BONUS

When someone signs up via your site, they become part of your team, and **you get 30% of the CV on their first order.**

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

TWO TEAM PAY

You earn up to **10% of the balanced CV** generated by your teams every week. Actual payouts average between 8%-10% and the maximum Two Team Pay is \$20,000 per week.

MATCHING BONUS

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 some major advantages.

Not only do you get members-only access to special product packages and programs, but you can also earn additional bonuses and prizes as you advance in the ranks. You also get our LurraLife Brand Partner Premium Marketing System for FREE!

Many companies charge their members high fees for similar systems with fewer features, but LurraLife provides this marketing system at no additional cost to our Active Brand Partners!

- 🌸 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.



7 WAYS TO EARN WITH LURRALIFE

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

- 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 Brand Partners 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 Brand Partners AND a 10% Matching Bonus paid up to 5 generations of Platinum Influencer (or higher) Brand Partners.
- 5 4X4 CAR BONUS**
Earn a \$500 USD monthly Car Bonus by sponsoring 4 Brand Partners who then sponsor 4 Brand Partners (total of 20 Brand Partners) who all purchase a qualifying package.
- 6 LIFESTYLE BONUS**
Earn a \$500-\$2,000 USD monthly Lifestyle Bonus once you maintain the Crown Ambassador or higher rank for 5 weeks in a row.
- 7 RANK RECOGNITION PRIZE**
Earn special recognition as well as fantastic prizes and gear as you advance in the LurraLife Brand Partner 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 Brand Partners 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 Brand Partners without paying out too much, so that we can insure the stability of the pay plan in the 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 QUALIFICATION + COMP PLAN BONUSES

All dollar amounts listed are in USD.

Rank	Qualifications	Retail Customer Bonus	Fast Start Bonus	Two Team Pay*	Matching Bonuses	Lifestyle Bonus	Rank Recognition Prizes
Customer	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Brand Partner	N/A	50%	30%	N/A	N/A	N/A	N/A
Influencer	1 Personal Order or 2 Retail Orders (Any CV)	50%	30%	N/A	N/A	N/A	N/A
Platinum Influencer	Must be Active, have 15 CV, plus maintain 1 personally sponsored Active Brand Partner on your left team and 1 on your right team.	50%	30%	Up to 5% per leg	50% on Personals	N/A	Certificate
Ambassador	Must maintain Platinum Influencer 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
Global Ambassador	Must maintain Platinum Influencer 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
Crown Ambassador	Must maintain Platinum Influencer 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
Chairman	Must maintain Platinum Influencer 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
Platinum Chairman	Must maintain Platinum Influencer 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 & poles
Crown Chairman	Must maintain Platinum Influencer 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.

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 Brand Partner yourself, then sign up two other Active Brand Partners (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.

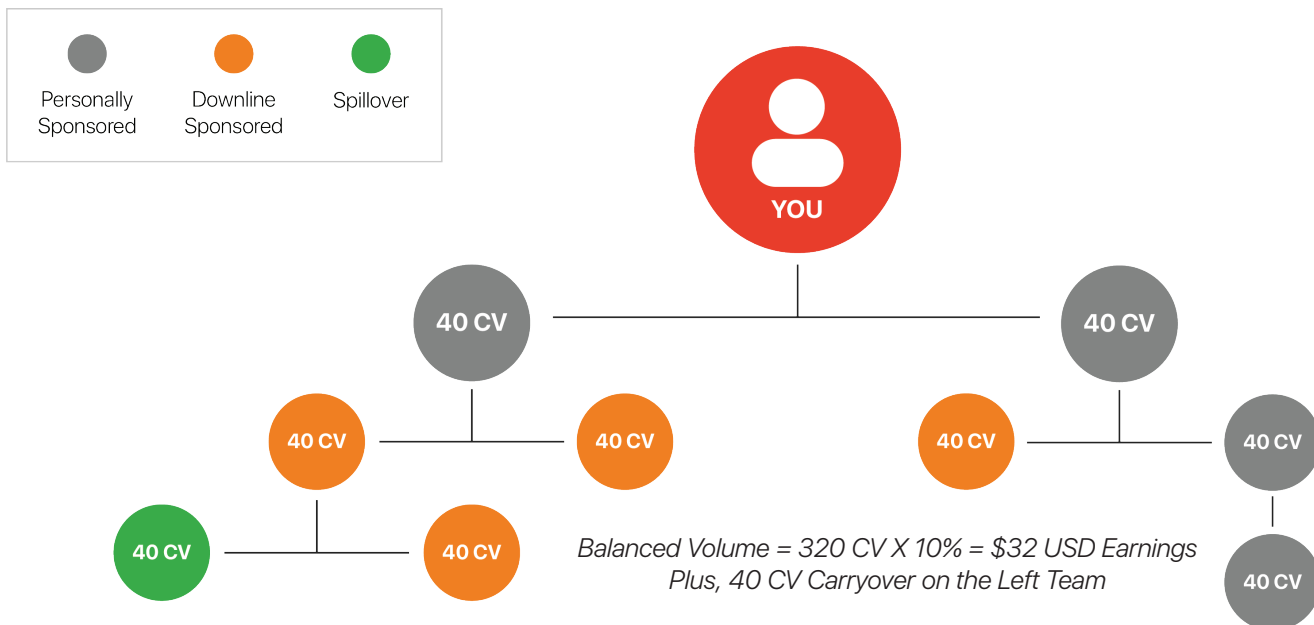
In this simple but powerful plan, you have a team on your left side and a team on your right side. As you personally introduce others to LurraLife, you can sign them up in either of your teams. New Brand Partners can also be placed on your teams for you by your Sponsor (or other Brand Partners above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

As soon as you become an Independent LurraLife Brand Partner, 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 Influencer 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, but it also applies to everyone on your team. So the more Brand Partners 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 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 Brand Partners each having a 40 CV order. In this example, there are 5 Brand Partners on the left team collectively generating 200 CV and there are 4 Brand Partners 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 Brand Partners in your Sponsorship Organization.

Note: Match is based on the Two Team Pay only.

Example in USD amounts.

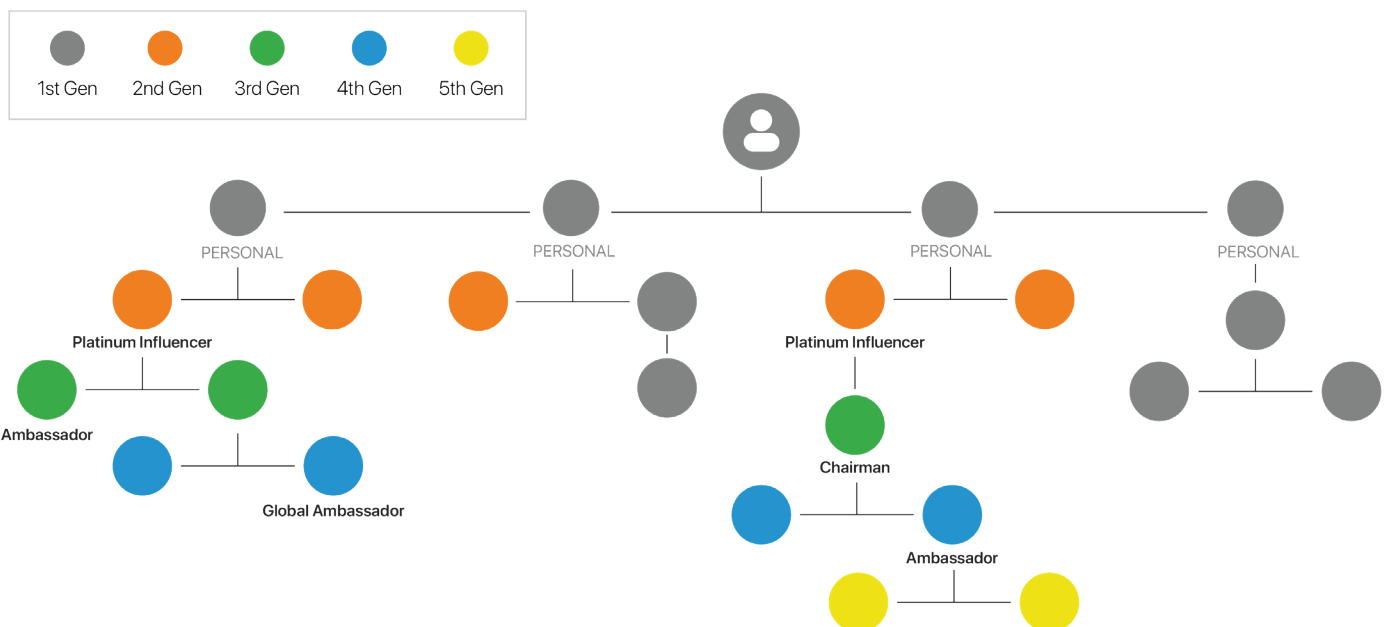
First, as soon as you become an Influencer, you start getting paid a 50% weekly check match on the collective Two Team Pay earned weekly by all of your personally sponsored team members. As shown in the example below, as you build your team, your earning potential rapidly skyrockets.

# of Personally Sponsored Brand	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

Second, once you reach the rank of Platinum Influencer, you also get a 10% weekly check match paid on up to five generations of Platinum Influencer (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 Brand Partners as shown in the example below.

In addition to the Two Team structure, all your personally sponsored Brand Partners are also part of your Sponsorship Organization. In your Sponsorship Organization, the Brand Partners you personally sponsor are placed on your first level (with unlimited horizontal expansion potential). And all the Brand Partners 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 Brand Partner in your Sponsorship Organization has reached the rank of Platinum Influencer or higher during a weekly pay period. The match includes all Brand Partners below them in that team leg of your Sponsorship Organization until the tracking system encounters another Brand Partner in the same team leg who is also at the Platinum Influencer rank or higher. That Brand Partner 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 50% of the CV on *every product* they buy from you. Note: you receive a professionally designed personal website with e-commerce 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 Brand Partners 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 Brand Partners 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 Crown Ambassador 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 earn special recognition, fantastic prizes and gear, with ongoing opportunities to earn free products and exclusive trips through our programs such as #My10kLife, Spotlight Contests, and 90-Day Team Challenge.

