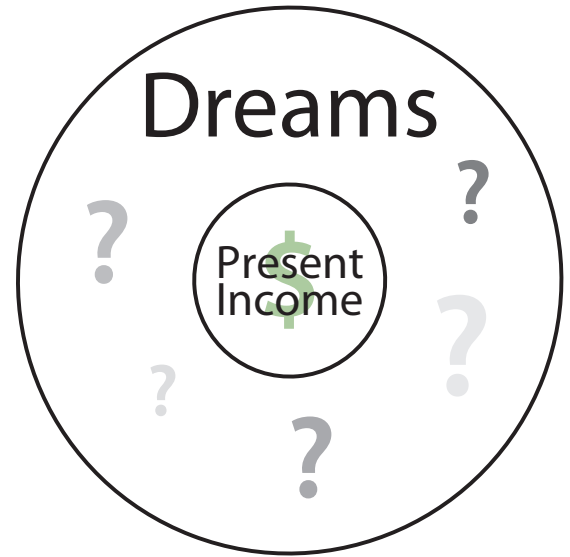


# Business Overview

January 2011

## Your Goals

What would you do with extra time?  
What would you do with extra money?  
What would you do with both?

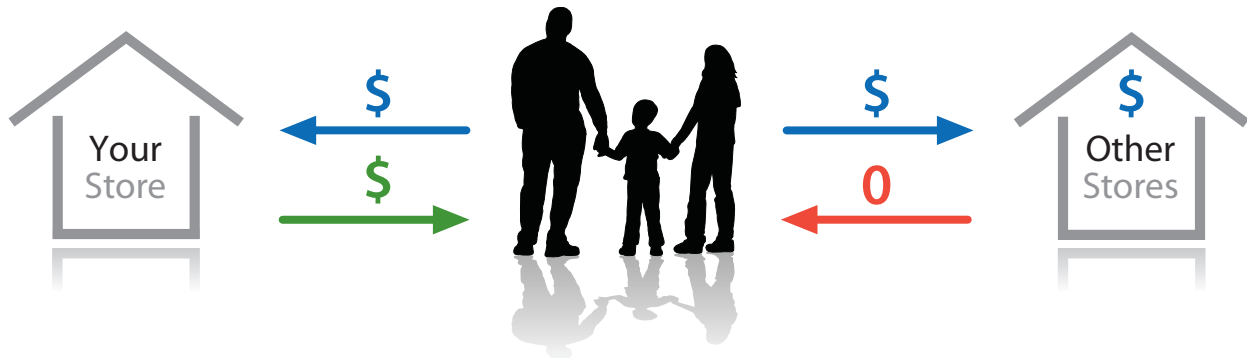


## You Choose

Increase your income to fund your dreams  
or  
shrink your dreams to match your income.

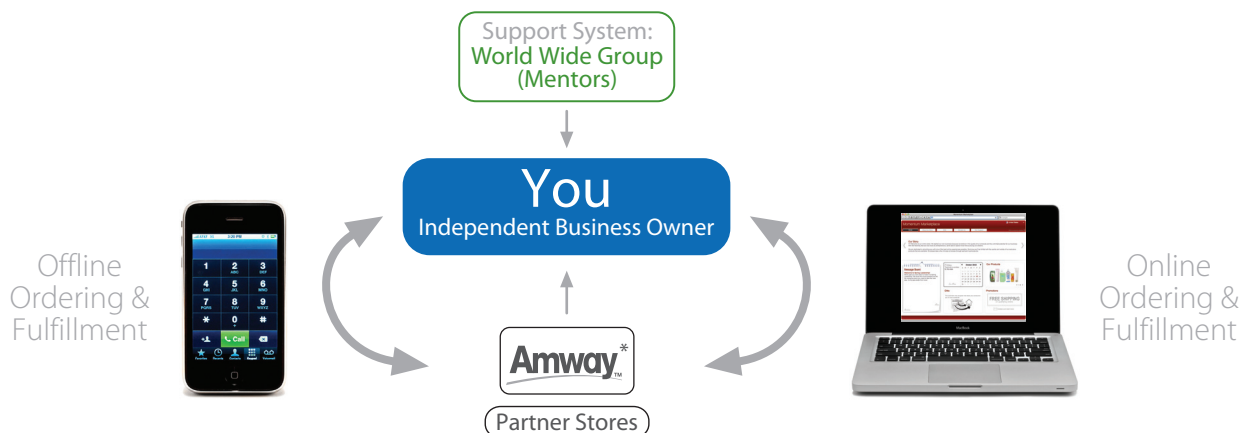
## Anyway Money

You already spend the money anyway. Change your spending habits by shopping from Your Store. Help your customers do the same, and keep the retail profit for your family.



## Network Marketing Business Model:

Online and offline ordering is available to both you and your Clients.



\*Amway™ is a 50+-year-old privately owned corporation located in Ada, MI. In 2009, its sales totaled \$8.4 billion in over 80 countries and territories around the world. Since 1959, they have paid out over \$33 billion in bonuses to Independent Business Owners. The Federal Trade Commission views Amway's Sales and Marketing Plan as the benchmark for all other Network Marketing companies.

# It will surprise you.

You already spend the money anyway. Why not keep more, make more, and live healthier?

## Health

### Edibles

- Snacks
  - Meal Bars
  - Energy Bars
  - Energy Drinks
  - Sports Drinks
  - Protein Shakes
  - Antioxidant Juices
  - Sports Drink Mixes
  - Premium Bottled Water
  - 100-Calorie Snack Bars
  - Meal Replacement Shakes
- and many more...

### Vitamins/Minerals

- Multivitamins
  - Antioxidants
  - Men's & Women's Supplements
  - Weight Loss Supplements
  - Kids' Vitamins
  - Supplements to Add to Water
  - Carbohydrate Blockers
  - Digestive Aids
  - Heart Health
  - Joint Health
  - Immune Health
- and many more...

## Other Spending

- Gifts
  - Cookware
  - Air & Water Treatments
  - Food & Beverages
  - Baby Items
  - Paper Products
  - Trash Bags
  - Food Storage
  - Pet Food
  - Batteries
  - Car Rentals
  - Hotel Rooms
- and many more...

Amway was ranked #1 in online Health & Beauty sales for the seventh year in a row by Internet Retailer's "Top 500 Guide" in 2009

## Beauty

### Skin Care/Cosmetics

- Anti-aging Skin Care System
  - Daily Skin Care System
  - Acne Skin Care System
  - Anti-aging Treatments
  - Eye Crèmes
  - Foundations
  - Mineral Foundation
  - Bronzer
  - Concealer
  - Loose Powder
  - Cheek Colour
  - Mascara
  - Eye Colour
  - Eye Liner
  - Lip Colour
  - Lip Gloss
  - Lip Liner
  - Men's Skin Care
- and many more...

180-Day Money Back Satisfaction Guarantee<sup>1</sup>

## Home & Personal Care

### Home Care/Cleaners

- Laundry Detergents
  - Laundry Boosters
  - Stain Removers
  - Fabric Softeners
  - All-Purpose Cleaners
  - Kitchen Cleaners
  - Bathroom Cleaners
  - Glass Cleaner
  - Disinfectant Cleaners
  - Dishwashing Detergent
- and many more...

### Personal Care

- Shampoos
  - Conditioners
  - Hair Styling Products
  - Body Soaps & Washes
  - Body Lotions & Butters
  - Deodorants
  - Shaving Cream
  - Toothpaste
  - Fragrances
- and many more...

## More...

Hundreds of Thousands of Products & Services Including:

450+ Exclusive Consumable Products (made in America), Plus Access to Over 600+ Affiliates Through Partner Stores & Services

<sup>1</sup> If for any reason you are not completely satisfied with our products, you may return them within 180 days of purchase for an exchange or refund of the product price and applicable tax. (NOTE: Specific limited guarantees apply to designated products.) This satisfaction guarantee does not apply to Partner Store purchases or IBO purchases for stock, inventory, or product kits.

## Shop from your own store.

We offer hundreds of thousands of products, many of the same things you are currently buying now.



+



=



You and your family shop from your own store and save money by buying at cost and keep the retail profit for your family.<sup>2</sup>

Your friends, neighbors, relatives, and casual acquaintances can also shop from your store and save time and money. You keep the retail profit.

Personal volume is created by changing your point of purchase to your own store and introducing your friends to your store.

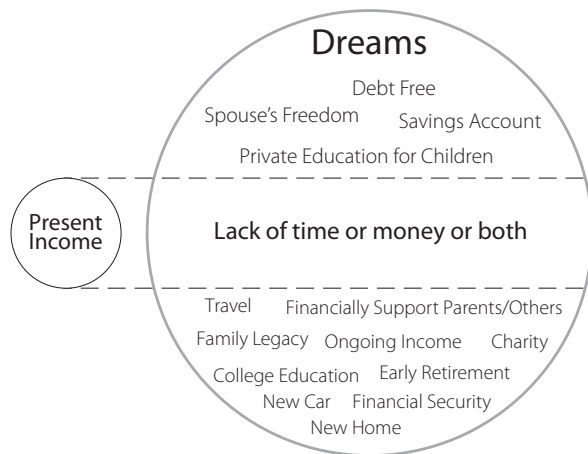
100 PV/\$290 BV

50 PV/\$145 BV

150 PV/\$435 BV

<sup>2</sup> World Wide Dreambuilders teaches that if you set aside the difference between IBO and Retail cost on your Personal Use, you will be saving the Retail Profit for your family.

Personal Volume includes Personal Use and Client purchases. Client purchases reflect a 35% Retail Profit, which is the highest Retail Profit available. You are eligible to receive a performance bonus on your Personal Volume.



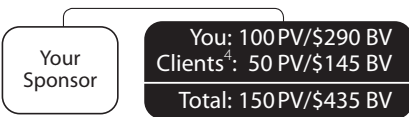
Compensation Plan		Performance Bonus Schedule									
		Platinum									Ruby
If your total monthly PV is:	100	300	600	1,000	1,500	2,500	4,000	6,000	7,500	15,000	
Your Performance Bonus % is paid on BV (2.9x of PV):	3% of BV	6% of BV	9% of BV	12% of BV	15% of BV	18% of BV	21% of BV	23% of BV	25% of BV	2% of BV	

Growth Incentive	
Platinum Plus <sup>1</sup>	Platinum Elite <sup>1</sup>
10,000 PV	12,500 PV
2% of BV	2% of BV

## Your Goal to Financial Independence

### Step 1: (Goal: 1st Month)—Getting Your Business Started

Become a Pro-sumer<sup>2</sup> IBO and achieve a potential of \$101.50 per month in savings<sup>3</sup> and \$63.80 in earnings.

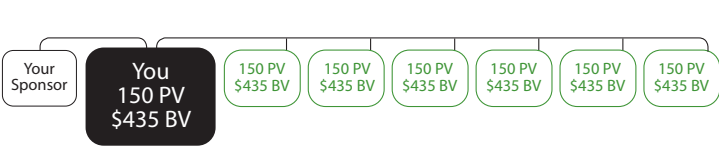


Monthly Potential Savings (35% <sup>5</sup> of \$290 BV)	=	\$ 101.50
<b>Annual Potential Savings</b>	=	<b>\$ 1,218.00</b>
Available Retail Profit is 35% of \$145 BV	=	\$ 50.75
3% Gross Performance Bonus x \$435 BV	+ \$	13.05
<b>Monthly Potential Earnings</b>	=	<b>\$ 63.80</b>
<b>Total Annual Potential Earnings</b>	=	<b>\$765.60</b>

Note: If you achieve Step 1 in your first full month, you will qualify for an additional Fast Track one-time cash bonus of \$50.

### Step 2: (Goal: 3 Months)—Qualify Eagle<sup>6</sup>

Become a Business Builder IBO in addition to a Pro-sumer IBO by sponsoring other businesses. Help six people do Step 1, they achieve a potential of \$101.50 per month in savings and \$63.80 per month in earnings. You achieve a potential of \$101.50 per month in savings and \$337.85 per month in earnings.



Total Monthly Group PV	1,050
Total Monthly Group BV	\$3,045
Monthly Potential Savings (35% of \$290 BV)	= \$ 101.50
<b>Annual Potential Savings</b>	= <b>\$ 1,218.00</b>
Available Retail Profit is 35% of \$145 BV	= \$ 50.75
12% Gross Performance Bonus x \$3,045 BV	+ \$ 365.40
The six people each receive 3% of \$435 BV	- \$ (78.30)
<b>Total Monthly Potential Earnings</b>	= <b>\$ 337.85</b>
<b>Total Annual Potential Earnings</b>	= <b>\$4,054.20</b>

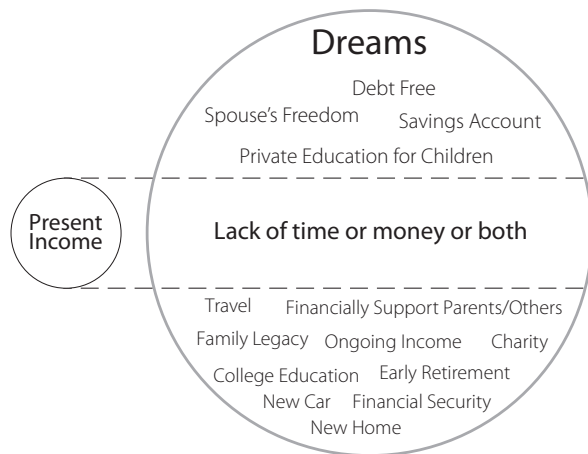
**The average monthly Gross Income for "active" IBOs was \$115 (U.S.)/\$181 (Canada).**

Approximately 66% of all IBOs of record were found to be "active."

"Active" means an IBO attempted to make a retail sale, or presented the Independent Business Ownership Plan, or received bonus money, or attended a company or IBO meeting in the year 2000. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus the amount of Performance Bonus retained. There may be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

<sup>1</sup> These are part of the Growth Incentive Bonus. <sup>2</sup> World Wide Dreambuilders teaches that a Pro-sumer IBO is the combination of the words Producer and Consumer—someone who can make money while they consume. <sup>3</sup> Potential Savings is the difference between IBO and retail cost. <sup>4</sup> Minimum required Client volume needed to earn a Performance Bonus on your downline IBO's business is 50 PV. <sup>5</sup> Personal Volume includes Personal Use and Client purchases. Client purchases reflect a 35% Retail Profit, which is the maximum Retail Profit available. You are eligible to receive a performance bonus on your Personal Volume. World Wide Dreambuilders teaches that if you set aside the difference between IBO and Retail cost on your Personal Use, you will be saving the Retail Profit for your family. This is the amount reflected in Monthly Potential Savings. This should not be considered as part of the Amway Compensation Plan or Growth Incentives. These numbers have been used for demonstration purposes only. <sup>6</sup> Eagle and Double Eagle are World Wide Dreambuilders recognition and are not part of the Amway IBO Compensation Plan.

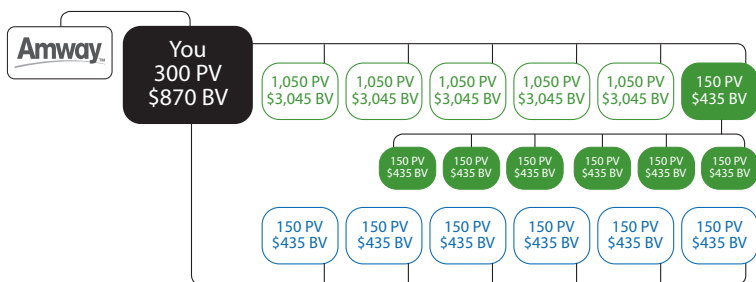


Compensation Plan		Performance Bonus Schedule										
		Platinum										Ruby
If your total monthly PV is:	100	300	600	1,000	1,500	2,500	4,000	6,000	7,500	15,000		
Your Performance Bonus % is paid on BV (2.9x of PV):	3% of BV	6% of BV	9% of BV	12% of BV	15% of BV	18% of BV	21% of BV	23% of BV	25% of BV	2%	2% of BV	

Growth Incentive	
Platinum Plus <sup>1</sup>	Platinum Elite <sup>1</sup>
10,000 PV	12,500 PV
2% of BV	2% of BV

### Step 3: (Goal: 1 Year)—Qualify Double Eagle<sup>6</sup> Platinum

Help six people do Step 2, they achieve a potential of \$101.50 per month in savings and \$337.85 per month in earnings. Help six more people do Step 1, they achieve a potential of \$101.50 per month in savings and \$63.80 in earnings. You achieve a potential of \$2,436.00 per year in savings and \$54,219.60 in earnings.



Monthly Potential Savings (35% of \$580 BV)	\$ 203.00
<b>Annual Potential Savings =</b>	<b>\$ 2,436.00</b>
Available Retail Profit is 35% of \$290 BV	\$ 101.50
25% Gross Performance Bonus x \$21,750 BV +	\$ 5,437.50
The six people each receive 12% of \$3,045 BV –	\$ (2,192.40)
The other six people each receive 3% of \$435 BV –	\$ (78.30)
<b>Total Monthly Potential Earnings =</b>	<b>\$ 3,268.30</b>
Platinum Q-12 <sup>1</sup> Award +	\$ 15,000.00
<b>Total Annual Potential Earnings</b>	<b>\$54,219.60</b>
Approximate Achievers Incentive Trip <sup>7</sup> Value: +	\$ 5,500.00

### Step 4: Qualify Double Eagle<sup>6</sup> Ruby (First Vision)

Achieve 15,000 PV (doubling the efforts illustrated in Step 3) and you become a Double Eagle Ruby. Your potential earnings would approximately double.

### Step 5: (Goal: 2–5 Years)—Diamond (Second Vision)

Help at least six people reach the Platinum level. When they qualify Platinum 12 out of 12 months, they achieve a potential of \$2,436.00 per year in savings and \$54,219.60 in earnings. They also receive an Achievers Incentive Trip with an approximate value of \$5,500.00. You become a Founders Diamond and achieve an average annual income of \$627,000.<sup>‡</sup> Note: If any one of your downline IBOs reaches the Founders Diamond level, they would also achieve an average annual income of \$627,000. See "Growth Incentive Brochure" for details.

The average monthly Gross Income for "active" IBOs was \$115 (U.S.)/\$181 (Canada).

Approximately 66% of all IBOs of record were found to be "active."

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 in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

‡The following are approximate percentages of direct fulfillment IBOs of record in North America who achieved the illustrated levels of success during survey year 2000. 0.084% achieved an annual income of \$54,219.60 and 0.001% achieved an annual income of \$627,000 or more.

<sup>1</sup> These are part of the Growth Incentive Bonus. <sup>6</sup> Eagle and Double Eagle are World Wide Dreambuilders recognition and are not part of the Amway IBO Compensation Plan. <sup>7</sup> This is an approximate amount based on the 2004 Achievers Trip.

## Choose your option.

- Access to hundreds of thousands of products at IBO cost
- Performance bonuses & retail profits
- Growth Incentive Bonuses
- Annual incentive trips (Hawaii, Caribbean, or top U.S. resorts)
- Training & support from line-of-mentorship & World Wide Group
- Ability to deduct certain business expenses for tax purposes
- Ability to sponsor other IBOs in 80+ countries & territories
- Savings on services
- Satisfaction guarantee on products
- Hassle-free shopping from your home, online, or by phone
- Ditto™ Scheduled Orders save time and money
- Free shipping\*
- Personalized service

Business Builder IBO/ Pro-sumer IBO	Client
✓	
✓	
✓	
✓	
✓	
✓	
✓	
✓	
✓	✓
✓	✓
✓	✓
	✓

\*Clients receive free shipping on orders of \$99 or more on qualified products.

Preferred Client	
✓	Free Shipping* on Ditto Delivery orders of \$99 or more delivered to your door
✓	10% Discount (World Wide exclusive from participating IBOs)
✓	Ribbon Gift Album Incentives

## For more information.

Visit these websites:

- [www.wfdb.com](http://www.wfdb.com)  
(username: guest / password: dream)
- [www.amway.com](http://www.amway.com)
- [www.iboai.com](http://www.iboai.com)
- [www.opportunityzone.com](http://www.opportunityzone.com)
- [www.amwayonebyone.com](http://www.amwayonebyone.com)
- [www.ibofacts.com](http://www.ibofacts.com)
- [www.amwaynews.com](http://www.amwaynews.com)
- [www.showmeamway.com](http://www.showmeamway.com)
- [www.bbb.org](http://www.bbb.org)  
(Better Business Bureau®—  
Amway Corporation has an A+ Rating in 2010)

## People are talking.

*"Our partnership with Amway continually exceeds our expectations, not only in the extraordinary sales from IBOs but also in the wonderful interactions we've had with individuals. Our call center representatives were delighted when they received calls from IBOs to thank us for becoming a Partner Store. What an amazing group of people! We are proud to be an Amway Partner Store."*

**Sheryl A. Simonitis, National Account Manager**  
Barnes & Noble.com

*"We've been with Amway since day one and, year in and year out, Amway's enthusiastic IBOs have generated impressive sales for the hundreds of very satisfied merchants we provide through the Shop.com Partner Store. And, it's that very performance that allows us to continually add brands that the IBOs most want. We're simply delighted with the relationship."*

**Bruce Sellers, President**  
Shop.com

## What's Next?

Book Next Meeting:

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_ IBO #: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Website address: \_\_\_\_\_