



# **THE NEW BODY MARKETING PLAN**



WELCOME TO THE WORLD OF  
**NEW BODY**

We are delighted to have you as a member of **NEW BODY PRODUCTS**. Your association with new body offers you the unique opportunity for personal success, as well as individualized service to your customers.

**NEW BODY PRODUCTS** will enrich your life as you bring enrichment into the lives of those you come in contact with.

**NEW BODY** congratulates you on one of the most important decisions you could have made in a time when health and wealth could be so important.

Your association with **NEW BODY** gives you all the tools you need to work for success. We know that only through your success and that of your distributors will **NEW BODY** continue to grow.

Again, I congratulate you on such a fine choice.

PAUL GOSS, N.D., M.T.

President

## COMPANY HISTORY

Recognizing the need for better health and proper nutrition, **NEW BODY PRODUCTS** formulated two herbal combinations in 1976 that served this purpose and were a main stay for sales.

The demand for these two herbal combinations grew so fast that it became necessary for **NEW BODY** to increase their sales force and their productivity to fulfill the demand for these two herbal combinations alone.

From this modest beginning the Company grew rapidly from two (2) herbal combinations to 32 herbal combinations and a total of over 100 other herbal products at present.

**NEW BODY** has been built on the health concept “that an ounce of prevention is worth a pound of cure”.

Through the years another principle for success at **NEW BODY** has been “product integrity”. Inherent in this are these ideas which tend to serve humanity well.

1. Give the customer a good product and the customer in turn will give you his business.
2. Give the customer good service and the customer will serve you.

Yes, you can believe in yourself and translate that belief into action; you are on your way to success with **NEW BODY PRODUCTS**.

**NEW BODY PRODUCTS** provide a challenge to realize your own greatness. You are a part of a dynamic operation.

Welcome

## NEW BODY PRODUCTS MARKETING PLAN

DISTRIBUTOR – Any salesperson with a group volume of less than \$1,000 purchase volume (PV) and who has paid a \$5.00 application to participate in the marketing plan + kit.

MANAGER-- Person with a group volume of more than \$1,000 PV but less than \$2,000 PV monthly.

DISTRICT MANAGER—Person with a group of \$2,000 PV or more.

Group Volume..... Volume or sales of a distributor and those distributors who work under him/her, and who are not managers.

Personal..... The volume of any one distributor.

New body purchase Volume.... Volume of sales of any one given month.

Profit Sharing.... The national volume of all district managers prorated at 1%.

### 7 WAYS TO PROFIT:

1. Immediate profits from personal sales = 35%. For example, if you retail \$200 in merchandise, your profit would be 35%, which equals \$70.00.
2. Additional profits on new body Purchase Volume.

Earn a percentage of sales:

\$ under 99	0%
100-299	5%
300-499	8%
500-699	12%
700-899	16%
900-999	20%
1,000 & Over	23%

3. Profits on sales of sponsored distributors. As an illustration:

Income from personal sales of \$400 NBPV=	\$140.00
Total NBPV from your group \$500+ your PV \$400 =	\$900
You receive refund of 20%	180
You pay refunds of 5% (\$5.00)	
To each of 5 distributors having	
\$100 NBPV each	-25
You keep refund income of	<u>155.00</u>
Your TOTAL MONTHLY INCOME is	\$295.00

Earn an excellent supplementary income in your spare time by selling \$400.00 retail and sponsoring and supplying five distributors.

4. Continuing income for manager or distributor from group development. That is, a manager or distributor who recruits others to be distributors will receive a percentage of their sales, as the new distributor's volume also becomes your volume, under such time that the distributor becomes a manager.
5. 4% -- Sponsor's bonus on manager's volume.
6. 4% -- Manager's bonus on manager's volume.
7. 2% bonus shared by all district managers on the volume of all district managers nationwide. (pro-rated).

## YOUR FIRST PROFIT IS FROM PERSONAL SALES

Your first profit from new body from personal sales. This is how it works.

When you retail \$200.00 of new body products you receive a profit of 35% or \$70.00.

Whatever you retail sales are, you receive a 35% profit.

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Your second profit from new body on monthly sales- over and above your 35% is on your purchase volume.

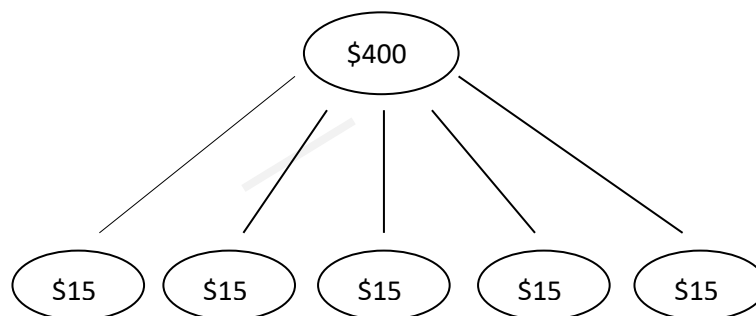
100	--	299	5%
300	--	499	8%
500	--	699	12%
700	--	899	16%
900	--	999	20%
1000	--	over	23%

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Your third profit is dealing with your ambition and the willingness to share the new body opportunity with others. Before you were all alone, but now you have a group to help you extend your income.

This is how it works.

A \$400.00 sale is \$140.00 profit. You sponsor five distributors whose sales are \$150.00 each.



Which gives you a total of \$750.00 plus your own personal volume of \$400 = \$1150 for the month. Your Group Bonus is \$264.50. You pay out 5% to each of your five distributors on their volume which is \$37.50.

### SUMMARY

Your Sales Profit is  
\$140.00

Your Group Bonus is                 \$264.50

Your Distributors receive             37.50  
\$227.00

227.00

Your Monthly Income is  
\$367.00

Your fourth profit is a 4% bonus on sponsoring a person who becomes Manager.

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Your fifth profit is a 4% bonus on a person or persons in your group who becomes managers, providing you are a manager and there is no manager between you and them.

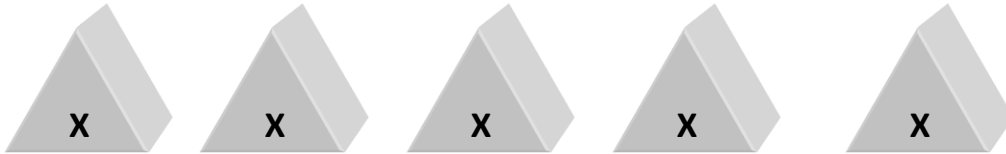
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Your sixth profit is called the District Manager's yearend bonus. Two percent (2%) is paid on \$2,000.00 and over per month on volumes of District Manager.

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Your seventh profit is on **NEW BODY** Coordinator

**New Body  
Coordinator**



\$   \$   \$   \$   \$



**Requirements:**

\$200,000 Group PV

First Level – 5 District Managers or \$100,000 PV at District Manager Level

Second Level – 10 Managers or \$100,000 PV at Manager Level

**Bonus:**

District Managers – 5%

Managers – 1%

Free Meeting on video conference

Warehouse: Will be discussed according to area, size, and rent,

Other Company Benefits



## CODE OF ETHICS

### FOR

### NEW BODY PRODUCTS DISTRIBUTUORS

As a **NEW BODY PRODUCTS DISTRIBUTO**, I agree to conduct my **NEW BODY PRODUCTS** business according to the following principle:

- I. I will make the “Golden Rule” my basic principle of doing business. I will always endeavor to “do unto others as I would have them do unto me”.
- II. I will uphold and follow the “Rules of Conduct” as stated in the official **NEW BODY PRODUCTS** literature. Observing not only the letter, but also the spirit of these rules.
- III. I will present **NEW BODY PRODUCTS** and the **NEW BODY BUSINESS OPPORTUNITY**, to my customers and prospects in a truthful and honest manner.
- IV. I will be courteous and prompt in the handling of any and all complaints, following procedures as prescribed in official **NEW BODY** literature.
- V. I will conduct myself in such a manner as to reflect only the highest standards of integrity, frankness and responsibility – because I recognize that my actions as a **NEW BODY PRODUCTS DISTRIBUTOR** have far reaching effects, not only on my own business, but on that of other **NEW BODY PRODUCTS DISTRIBUTORS** as well.
- VI. I will accept and carry out the various prescribed responsibilities of a **NEW BODY DISTRIBUTOR** (and that of a Sponsor and/or Direct Manager) when I progress to such levels of responsibility, as set forth in official **NEW BODY** literature.
- VII. I will use only **NEW BODY** authorized and produced literature concerning the **NEW BODY PRODUCTS** “Sales and Marketing Plan” since having knowledge of such literature as authorized by the Company.

## NEW BODY DISTRIBUTORS ASSOCIATION

### RULES AND REGULATIONS

In order for a person to sell **NEW BODY PRODUCTS** they must pay the required fee for their distributorship as indicated on the application.

1. It is the responsibility of all sponsors to make sure that all persons who sell **NEW BODY PRODUCTS** under their direct sponsorship be sponsored.
2. Any person picking up products without a new body distributors card or application on file will not be given **NEW BODY P.V.** credit; neither shall the person who sponsored them.
3. Any person desiring to sell **NEW BODY PRODUCTS** that is not sponsored is open to being sponsored by any distributor.
4. Any distributor not receiving his or her bonus or not being satisfied with bonus received or any other reason may take their complaints to the Board of Directors of **NEW BODY PRODUCTS**.
5. Failure to turn in an application of a new recruit is in violation of the rights of the individual distributor, **NEW BODY PRODUCTS**, and the sponsors above you.
6. Any person selling **NEW BODY PRODUCTS** not sponsored cannot claim any rights to the rules for protection handed down by the **NEW BODY PRODUCTS** distributor Association.
7. Any person sponsored as a **NEW BODY DISTRIBUTOR** must renew his or her distributorship annually.
8. Any distributor wanting to change from one distributorship to another will have a waiting period of one year or the decision handed down by the Board of Directors Association.
9. All debts must be paid by the 31st of every month; otherwise the P.V in question will be placed on the following month's P.V. No bonus will be computed if there is a returned check on file.
10. Absolutely no credit given. There will be \$40.00 charge on all returned checks.

11. To become a member of the **NEW BODY Distributor's Association**. A membership fee of \$5.00 is to be paid annually.
12. Every distributor is subject to the rules and regulations of the Distributor's Association.
13. Your personal volume per month should be \$100.00 or more to receive a bonus.

AUTOMOBILE DEDUCTIONS:

- If your **NEW BODY PRODUCTS** business requires use of your car, it would be better to depreciate your automobile.
- Figure out the percentage in which you use your car for **NEW BODY PRODUCTS** business. A good way is to take the total number of miles that you drive per year and divide by miles you drove for **NEW BODY PRODUCTS**.

*Please ask your accountant for updated information.*

## INCOME TAX INFORMATION

The most important item in income taxes is to KEEP ADEQUATE RECORD!! The Bureau of Internal Revenue does not state that you must be profitable.

### YOU CAN DEDUCT 100% OF THE FOLLOWING

- P.V. Starter Kit and Dues
- All products used in demonstrations- also advertising (flyers, newspapers, etc.)
- Promotional items given away (keep records of who and when)
- Cost of entertainment (keep very good records – date, place, cost, persons)
- Office supplies
- Office furniture and/or office furniture depreciation
- Cost of bank account, if it is a special account for **NEW BODY PRODUCTS** (service charges, driving to and from the bank, etc.)
- Legal and professional fees
- Salary for children (for stocking shelves, painting, etc.)
- Repairs to office (**NEW BODY PRODUCTS**)
- Cost of all trips (adults only) if the sole purpose of the trip is to sponsor a recruitment.  
  
\*\*\* If the trip is in part for **NEW BODY PRODUCTS** and part pleasure you may deduct a percentage of your **NEW BODY PRODUCTS** business conducted. This could include lodging, meals, entertainment of people you are trying to sponsor (recruit), plus one drink per person per meal, airplane fares, auto mileage, etc. Please see your tax accountant for updated information.
- Cost of entertainment in the home (coffee, cookies, punch, etc.)
- Telephone answering service (a professional service – not a person at your home).

### OTHER DEDUCTIONS:

Based on the percent of usage of your home for **NEW BODY PRODUCTS** the following may be deductible:

- Electric Bill
- Gas Bill
- Repair to the area (s) you use for **NEW BODY PRODUCTS** business
- Fire insurance and/or insurance
- New furniture
- General maintenance and upkeep (painting inside of home, gardener, etc.)
- Club dues (portion used for business)
- Telephone bill for long distance calls for business. If your phone is used exclusively for **NEW BODY PRODUCTS** business, you may be able to deduct 100%.

*Please ask your accountant for updated information.*