

## MLM Company Profile: WELA



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### WELA

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#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### Founding Story

WELA states that it has re-engineered the home-based business model by utilizing a franchise-like system that benefits the representatives and downlines.

John Penny is the CEO and Co-Founder of WELA. He has eight years of experience in the network marketing industry and has held ownership in seven privately-held companies including HST Global, Inc. Mr. Penny was also one of the top five earners at VEMMA Nutrition Company.

WELA is located in Springfield, MO.

#### Impact on the Industry

NA

#### Discussion of Products

WELA offers Slimberry nutritional drops that contain minerals and vitamins that assist with alkalizing, anti-aging, antioxidants, electrolytes, and disease prevention benefits. Slimberry is made with Acai berry, Maqui berry, New Zealand Black Currant, and Pomegranate.

## Discussion of Opportunity

There are six ways to earn income with WELA, including fast start bonuses, preferred customer bonuses, team cycle bonuses, generation matching bonuses, global bonus pools, and through the ranking chart.

An overview of the company's compensation plan is provided as follows:

### 1 FAST START BONUS

**\$16 On Every Sale**

Plus earn \$4 each on the first 2 people placed under you no matter who sponsored them.

### 2 PREFERRED CUSTOMER BONUS

**\$10 On Every Sale**

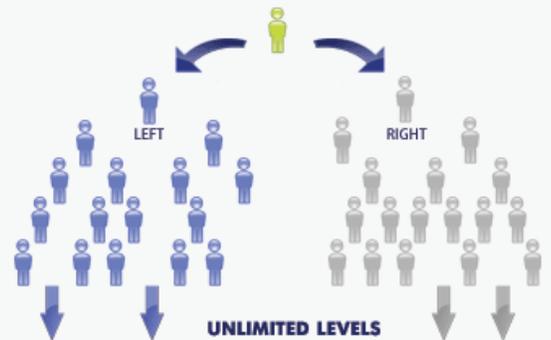
Plus earn \$4 each on the first 2 people placed under you no matter who sponsored them.

### 3 TEAM CYCLE BONUS

Earn Up to  
**\$20,000**  
Per Week and **BEYOND**

Cycles are paid weekly on CV of 80/40 for a cycle of \$6 or 15% on the lesser legs CV! The larger legs CV carries over to the next week and is banked as long as you remain an active associate. NO Flushing!

The chart to the right illustrates how representatives can be placed based on the placement sponsor relationship. Each representative position can have one representative sponsored on the left and one sponsored on the right. Representatives can be placed anywhere in your left or right leg under any placement sponsor. They can be placed in your binary organization from your upline as well; the concept called spillover.



### 4 GENERATION MATCHING BONUS

**25%**  
Matching  
**2 Generations**

The chart to the right illustrates two generations of personally enrolled representatives. The enroller organization is based on the enroller relationship and not the placement sponsor relationship in the binary organization. Your first generation includes all of the representatives personally enrolled by you. Your second generation includes all of the representatives enrolled by your first generation.

Earn a 25% matching bonus on the Team cycles of 2 Generations of Silver Sponsors. There is no limit on the Matching Bonuses you can earn.



### 5 GLOBAL BONUS POOL

**2%** **Global Bonuses**

2% of the total Company sales are split into 4 separate pools of .5% each. A \*Gold pool, \*Platinum pool, \*Double Platinum pool, and \*Crown pool. Each member participates only in their highest qualified bonus pool.

**6 RANK CHART**

<b>Rank</b>	<b>Qualifications</b>	<b>Weekly Earning Potential</b>
<b>Active Associate</b>	Must Maintain at least 40cv personal order every 5 weeks.	<b>\$0</b>
<b>Silver</b>	At least 1 personally sponsored Active Associate on each your Left and Right side.	<b>\$20,000</b>
<b>Gold</b>	Qualified at silver and at least \$1,000cv per week on your lesser leg. Share .5% bonus pool with all gold associates and earn a 25% Matching Bonus paid 2 generations deep.	<b>Unlimited</b>
<b>Platinum</b>	Qualified at silver and at least \$2,500cv per week on your lesser leg. Share .5% bonus pool with all platinum associates and earn a 25% Matching Bonus paid 2 generations deep.	<b>Unlimited</b>
<b>Double Platinum</b>	Qualified at silver and at least \$5,000cv per week on your lesser leg. Share .5% bonus pool with all double platinum associates and earn a 25% Matching Bonus paid 2 generations deep.	<b>Unlimited</b>
<b>Crown</b>	Qualified at silver and at least \$10,000cv per week on your lesser leg. Share .5% bonus pool with all crown associates and earn a 25% Matching Bonus paid 2 generations deep.	<b>Unlimited</b>

A more detailed presentation is provided as follows:

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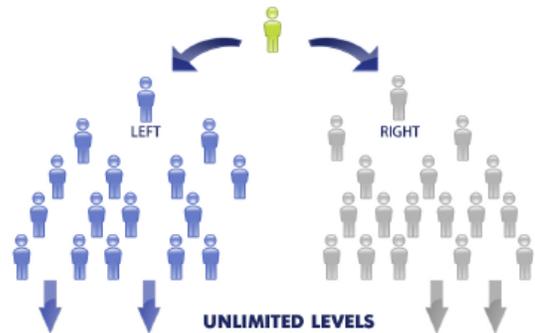
10 BV also added into Binary Compensation Plan  
\*Must Be Rank Silver or Higher

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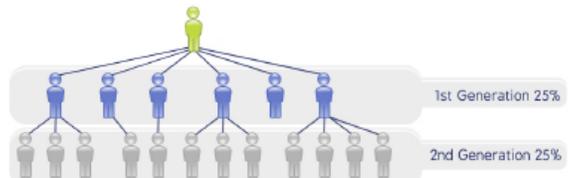


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## Discussion of Distributor Base and Sales Volume in U.S.

NA

Company Website: <http://www.mywela.com/>

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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