

MLM Company Profile: Compass Life & Business Designs



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Compass Life & Business Designs

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at 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 . *

Founding Story

Kimberly Fulcher founded Compass Life & Business Designs. Prior to beginning the Company, she founded a dot com company in Silicon Valley, which made her a millionaire. She also had two houses, four children, and a healthy marriage, unfortunately, she was miserable. The problem was that she had put taking care of herself on the back burner. One evening in the mid 90s, she realized that she had created a life that she wasn't happy with, but didn't know what to do instead.

After some research, she realized that many women had gotten themselves into the same position and no one knew how to fix the problem. Fulcher decided then to create a company that would help women reconnect with what they wanted in their lives.

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Impact on the Industry

Compass Life & Business Designs is a member of the Direct Selling Association and the Better Business Bureau.

Discussion of Products

Compass Life & Business Designs sells women's coaching and empowerment tools, such as books, eCourses, DVDs, CDs, games, and memberships in the categories of financial success, career, passion, home life, parenting, small business, health and wellness, relationships, and self care.

Discussion of Opportunity

Compass Life & Business Designs offers nine ways in which to earn income, which include:

- *New Client Registration Bonus*
- *Personal Client Membership Bonus*
- *Client Retention Bonus*
- *Client Group Volume Bonus*
- *National Team Pool*
- *Coaching Bonus*
- *Coach Registration Bonus*
- *Leadership Bonus*
- *Ambassador Kit Bonus*

RANK	REQUIREMENTS (Assume Active Status)	INCOME	GENERATIONS
SENIOR VICE PRESIDENT	 and 2,400 pts TO QUALIFY 2 Qualified Vice President Legs 1 Qualified Senior Regional Rep Leg 2 Qualified Regional Rep Legs 2400 Total Group Client Points* MONTHLY MAINTENANCE Same as above or 2400 TGCP *	BONUS [Base Rep Bonus Plus] Client Retention Bonus Client Group Volume Bonus Leadership Bonus paid on 4 leadership levels National Team Pool Eligible for Presidential Bonus Pool	1 ST GEN 2 ND GEN 3 RD GEN 4 TH GEN 5 TH GEN 6 TH GEN 5% +5% +5% +5% +5% +3% 5% +5% +5% +5% +5% +2% 1% +2% +2% +2%
VICE PRESIDENT	 and 1,200 pts TO QUALIFY 2 Qualified Senior Regional Rep Legs 1 Qualified Regional Rep Leg 1 Qualified Area Rep Leg 1 Qualified District Rep Leg 1200 Total Group Client Points* MONTHLY MAINTENANCE Same as above or 1200 TGCP *	BONUS [Base Rep Bonus Plus] Client Retention Bonus Client Group Volume Bonus Leadership Bonus paid on 3 leadership levels National Team Pool	1 ST GEN 2 ND GEN 3 RD GEN 4 TH GEN 5 TH GEN 6 TH GEN 5% +5% +5% +5% +5% +2% 5% +5% +5% +5% +5% +2% 1% +2% +2%
SENIOR REGIONAL REP	 and 500 pts TO QUALIFY 2 Qualified Regional Rep Legs 1 Qualified Area Rep Leg 1 Qualified District Rep Leg 1 Qualified Rep Leg 500 Total Group Client Points* MONTHLY MAINTENANCE Same as above or 500 TGCP *	BONUS [Base Rep Bonus Plus] Client Retention Bonus Client Group Volume Bonus Leadership Bonus paid on 2 leadership levels National Team Pool	1 ST GEN 2 ND GEN 3 RD GEN 4 TH GEN 5 TH GEN 6 TH GEN 5% +5% +5% +5% +2% +1% 5% +5% +5% +5% +2% +1% 1% +2%
REGIONAL REP	 and 100 pts TO QUALIFY 1 Qualified Area Rep Leg 3 Qualified Rep Legs 100 Total Group Client Points* MONTHLY MAINTENANCE Same as above or 100 TGCP *	BONUS [Base Rep Bonus Plus] Client Retention Bonus Client Group Volume Bonus National Team Pool	1 ST GEN 2 ND GEN 3 RD GEN 4 TH GEN 5% +5% +5% +5% 5% +5% +5% +5%
AREA REP	 TO QUALIFY 3 Qualified Rep Legs MONTHLY MAINTENANCE Same as above or 50 TGCP	BONUS [Base Rep Bonus Plus] Client Retention Bonus Client Group Volume Bonus National Team Pool	1 ST GEN 2 ND GEN 3 RD GEN 5% +5% +5% 5% +5% +5%
DISTRICT REP	 TO QUALIFY 3 Personally Enrolled Active Reps MONTHLY MAINTENANCE Same as above	BONUS [Base Rep Bonus Plus] Client Retention Bonus Client Group Volume Bonus National Team Pool	1 ST GEN 2 ND GEN 5% +5% 5% +5%
REPRESENTATIVE	 TO QUALIFY Purchase Rep Kit and any Monthly Client Membership MONTHLY MAINTENANCE Be Active During Qualifying Month Any Monthly Client Membership and 4 TGCP	BONUS [Base Rep Bonus] CERTIFIED Client Retention Bonus Client Group Volume Bonus 5% cv 5% cv Coach Referral \$15.00 per 25% 50% New Client Registration Bonus 25% 50% Client Membership Bonus 10% - 20% cv 20% - 30% cv	1 ST GEN 5% 5%

 Rep
  Qualified Rep
  District Rep
  Area Rep
  Regional Rep
  Senior Regional Rep
  Vice President
  Senior Vice President

*40% Rule: no more than 40% can come from any one leg

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Compass Life & Business Designs offers the following compensation plan:

DEFINITION OF TERMS

Active: Purchase Rep Kit and any monthly client membership. Maintain 4 Total Group Client Points during the qualifying month. 4 TGCP may be from your own membership or 4 Carryover points.

CV: Commissionable Volume is 70% of monthly membership fees and the basis on which designated bonuses are calculated.

Client Group Volume Bonus: Paid on the CV generated from all client memberships in your direct organization through up to 6 generations.

Client Points: Point values are assigned based on the membership level of the client.

Personally Enrolled Members	Assigned Client Point Value (Earned Monthly)
Basic Member	1 Client Point
Advanced Member	2 Client Points
Master Member	4 Client Points

Carryover Points: You must have at least 8 TGCP in the prior month for Carryover Points. Points are only carried over for 1 Month.

Client Membership Bonus: Paid on the CV of each month's membership volume for clients you personally enroll.

[Requires at least 2 new personal Client Pts during the qualifying month]

	Representative	Compass Certified Rep
• Personally enroll 6 New Client Points	20% CV	30% CV
• Personally enroll 4 to 5 New Client Points	15% CV	25% CV
• Personally enroll 2 to 3 New Client Points	10% CV	20% CV

Client Retention Bonus: Paid on the CV generated by every personally enrolled 1st generation client beginning in their 2nd month. If you are a paid AR or higher, you may also be paid for every 2nd generation client enrolled in your organization. [Requires at least 2 new personal Client Pts during the qualifying month]

Coach Referral Bonus: Paid on the registration of a new coach that you refer to Compass that is accepted into the Compass program. Payout to the enroller is \$15 for each coach that is referred and accepted. Paid monthly.

Compass Certified Rep: Completed and passed the Compass Certification program.

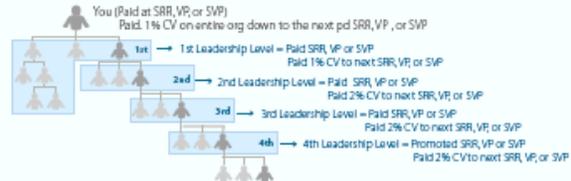
Enroller: The existing Rep that introduces the Compass opportunity to a new rep or client and enrolls them.

Generations: Define the Depth of your organization.



Leadership Bonus: Paid to SRR, VP or SVP to reward leadership and duplication.

	SRR	VP	SVP
1 st Leadership Level	1%	1%	1%
2 nd Leadership Level	2%	2%	2%
3 rd Leadership Level		2%	2%
4 th Leadership Level			2%



Leadership Levels: When one of your legs promotes to leadership level of SRR, VP, or SVP, they are considered a Leadership Level. Once you become a leader, you qualify for the Leadership Bonus.

New Client Registration Bonus: One time bonus paid on the registration fee of each new client that you personally enroll.

National Team Pool: 4% of CV of the entire company's national sales will be divided among all Compass Reps based on the following: (must be a minimum paid DR).

- Enroll 3 New Active Reps in a month = 1st share in the pool
- Enroll 4 New Active Reps in a month = 2nd share in the pool
- Enroll 5 New Active Reps in a month = 3rd share in the pool

Qualified Leg: Has 10 TGCP Client Points somewhere in the depth of the leg through 6 generations.

Sponsor: The existing Rep that is the immediate upline to another rep, responsible for day-to-day mentoring [enroller and sponsor may be the same person].

Total Group Client Points (TGCP): The total number of points from memberships in the current month for your direct organization.

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

NA

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

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www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.

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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