

MLM Company Profile: CieAura, LLC



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CieAura, LLC

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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

Ken Rasner is the Found and CEO of CieAura, LLC and co-owner and president of Harmonic FM, LLC (the company that manufactures the CieAura, LLC transparent holographic chips). He has a master's degree in administration and one in music.

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CieAura, LLC offers the following information about Ken Rasner:

"Ken Rasner is author of the series, " *Network Marketing 101: Back to the Basis* " which is a standard for the industry. He is a recognized authority on the techniques of creating wealth and written several other books on wealth creation, motivation and faith including:

- "The Prosperity Architect: *The Seven Greatest Secrets of Creating and Accepting Massive Wealth*"
- "Speaking of Success" (with Jack Canfield, *Chicken Soup for the Soul* ; Ken Blanchard, *The One Minute Manager* ; and Steven R. Covey, *The Seven Habits of Highly Effective People*) and "Rising to the Top" with Jim Rohn, Patricia Ball, and Les Brown.

- He just completed a book with Dr. Robert Schuller from the Crystal Cathedral called: "*Faith Lessons: Experiencing the Miracles.*"
- His next book entitled "*A Winning Mindset*" is due out in (www.mlmlegal.com) the summer of 2010
- Ken Rasner can help you be financially successful.
- Ken lives in Riverside California with his wife, Valerie, who is an Optometrist.

Impact on the Industry

NA

Discussion of Products

CieAura, LLC sells Transparent Holographic Chips, which are homeopathic treatments that when applied to a person or animal reacts with the body's natural bio-magnetic field surrounding the body. The chips cause minute positive disruptions in the bio-field causing the body to balance its own energies.

Discussion of Opportunity

Distributors can earn income seven ways (www.mlmlegal.com) with CieAura, LLC, which include:

- Retail Profits
- Preferred Customer Profits
- First Order Commissions
- Team Sales Commissions
- Global Bonus Pool
- Seven-Level Unlimited Matching Bonuses
- Leadership Ranks, Rewards and Benefits

The CieAura, LLC compensation plan is illustrated as follows:



Retail Profits

Your retail profit is the difference between the wholesale price you pay and the retail price you charge your customer. When you make the sale in person, you receive your retail profit immediately. When the retail sale is purchased through your replicated website your retail profit is paid via your weekly commissions.

Become a STAR Retailer

Step 1 - Complete the *CieAura* online application

Step 2 - Purchase a \$39 Business Center

Step 3 - Purchase a starting inventory package

Step 4 - Enroll in monthly autoship by ordering at least a single one-month packet of Holographic Chips

Commissions are based on sales that take place between Sunday at 12 AM through the following Saturday at 11:59:59 PM (23:59:59) Central Standard Time. Your commission check is sent out the following Friday with all other weekly commissions.



Preferred Customer Profits

Enroll Preferred Customers and earn a 33.33% commission on their purchases.

People want to be Preferred Customers because when they purchase on autoship they receive an 18.2% discount, saving \$10 per individual monthly pack (\$44.95). For every 5 packs they purchase the accumulated savings is like getting one free.

Preferred Customers can also purchase as many as they wish each month and still receive the same special Preferred Customer savings. If they want to, Preferred Customers can even change to a different product every month without losing their discounted price.

- Because the Preferred Customer receives a significant discount and the selling Retailer is still paid a substantial commission, the CSV for the Sales Team is calculated at 50% of the normal 30 CSV. So for Preferred Customer sales the CSV will be 15 for each one month pack.

3 First Order Commissions

There are currently three choices of Initial Inventory Packs to choose from:

- Home Pack:** One each of the one-month packets: \$119.85 (60 CSV)
1 Rest Quiet, 1 Pure Relief, and 1 Pure Energy Plus
 - Business Pack:** Three each of the one-month packets: \$359.55 (200 CSV)
 The Business Pack comes with a *bonus Pure Relief (Pain management) packet for a total of 10 one-month packets.* - Currently with the purchase of the Business Pack (or Premium Advantage pack) a new Retailer qualifies for the CieAura Founder's Club.
 - Premium Advantage Pack:** \$1438.20 (750 CSV)
 This is by far the best and most economical per packet way to start your business. With the purchase of the Premium Advantage Pack the **STAR Retailer** receives the equivalent of 12 one-month packets for free for a total of 48 of the one-month packets. This package is available in four different mixes of products.
- Individual one-month packets are 30 CSV each.

Direct commissions are paid on a new retailer's first order. The commissions are paid to both the referring retailer and to their immediate upline.

INVENTORY PRODUCT PACKS	FIRST ORDER COMMISSION	UPLINE FIRST ORDER COMMISSION	COMMISSIONABLE SALES VOLUME
Home Pack	\$15	\$5	60 CSV
Business Pack	\$50	\$20	200 CSV
Premium Advantage	\$100	\$50	750 CSV

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4 Team Sales Commissions

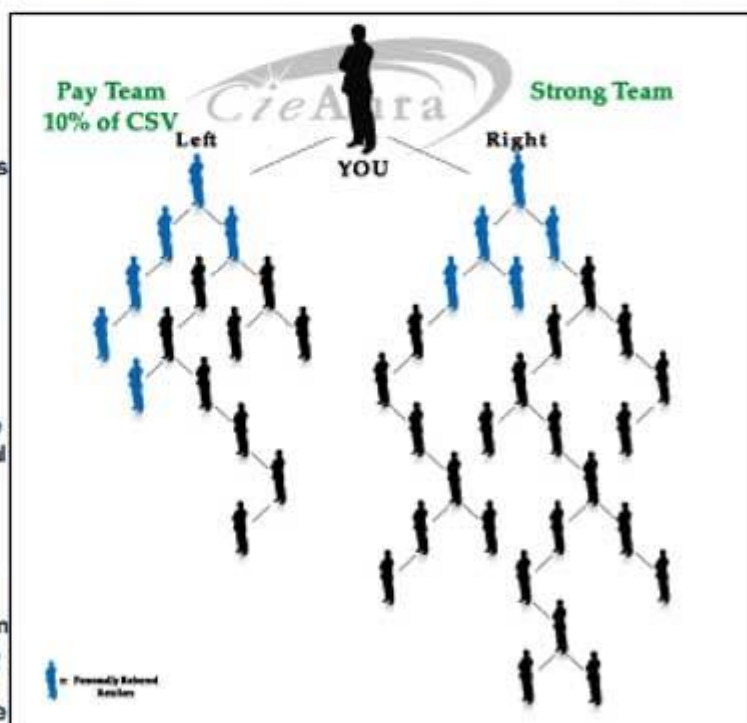
Your personal organization is a two-team structure [see example at right]. All your efforts will be focused on these two teams only. Although we build two sales teams, CieAura's compensation plan is nothing like what has been traditionally referred to as a "binary" plan.

- There are no "cycles"
- There is no "binary creep" (unreasonable fluctuating payout amounts), Each "leg" is known as a "Sales Team" and
- There are no difficult "cumulative sales" requirements
- There is no selling or recruiting; only referring: refer people to the product and to the website

CieAura's two-team structure is a powerful building strategy because it is coupled with cooperative team building (and spill-over). It creates geometric growth leading to significant financial rewards.

CieAura's compensation plan gives a new or part time person an honest chance at success yet creates a real opportunity for full-time and experienced networkers to be paid what they are really worth.

All qualified Retailers will earn 10% of the total CSV in the smaller team (Pay Team) per week. Think of it this way: for every individual packet sold on your Pay Team you receive \$3.00. A maximum of \$7,500 (75,000 CSV) in Team Sales Commissions can be earned per week. No more than 75,000 CSV will be carried forward in the greater team from week to week.



In order to receive Team Sales Commissions, a person must be active and have obtained the rank of a Two Star Retailer.

- A Two Star Retailer has referred two Active Retailers (one on the left sales team and one on the right sales team)

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Global Bonus Pool

This pool is designed to help the newest retailers in CieAura generate an income as they build their business. Three percent (3%) of CSV world wide is paid back monthly to those retailers based on share volume.

Here's how it works:

- For every 1,000 CSV generated from unilevel (personal genealogy) the retailer earns 1 share. (3% of total CSV is divided by total number of earned shares = the value of 1 share.) For Example: If a retailer's personally genealogy generates 5, 250 CSV for the month, that Retailer would receive five shares.
- All Personal Sales Volume and Preferred Customer volume count towards the calculation of the retailer's share total.

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- When a retailer's monthly income hits \$5000, not counting the GBP, they no longer participate in the pool.
- Retailers are not eligible for GBP during their first full month of business.

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Seven-Level Unlimited Matching Bonuses

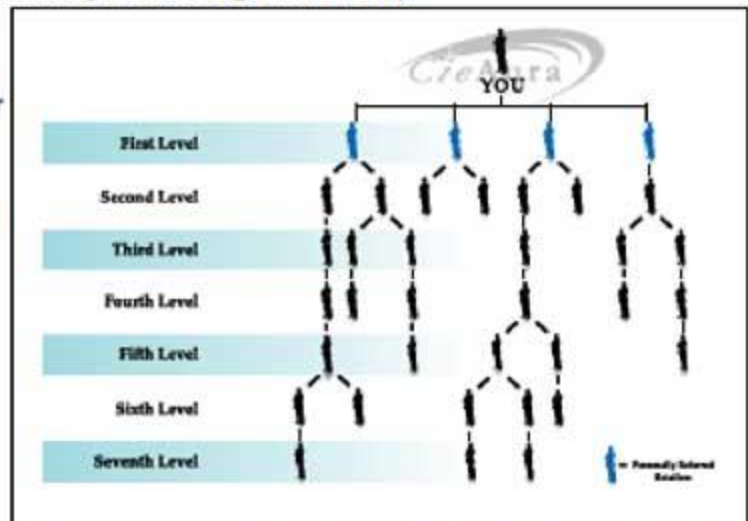
CieAura's compensation plan pays up to 30% of the Team Commissions of anyone you have personally referred, no matter where they are positioned. Plus you can receive a matching bonus on the team commission income of "THEIR" personally referred retailer. This continues to cascade down through seven level generations deep.

Qualified retailers must generate a minimum of 75 PSV each month and refer a minimum of two active retailers on their Right Sales Team and two active retailers on their Left Sales Team. A personally referred retailer is considered first generation.

Subsequently when a personally referred retailer refers a new retailer, those new retailers become your second generation, and so on down through seven levels (See the diagram at right).

The level of Matching Bonuses a retailer receives is determined by the number of personally referred retailers and their placement (Left Sales Team or Right Sales Team).

Stable organizations are built and long-term income is created by placing positive active retailers equally in both the Left Sales Team and Right Sales Team. The chart below explains the increasing matching bonus percentages and levels. Matching bonuses are paid only to retailers who have at least 75 PSV each month.





Leadership Ranks, Rewards and Benefits

RANK	ACTION REQUIRED; THESE ARE CUMULATIVE	PSV	BENEFITS/REWARDS
Retailer	Purchase a business center (\$39)	0	A retailer can buy at wholesale and sell at retail,
Star Retailer	Purchase a Business Center (\$39), an initial inventory package and be on Autoship (minimum \$39.95 per month).	0	Can enroll Preferred Customers & earn Preferred Customers commissions
Two Star Retailer	Along with the above refer two active retailers (one on the left and one on the right)	30	Eligible for Team Sales Commissions (10% CSV from Pay Team)
Three Star Retailer	Personally Refer 3 Active Retailers (at least one on each team)	30	Eligible for Global Bonus Pool
Four Star Retailer	Personally Refer 4 Active Retailers (at least 2 on each team) and has a minimum of 1 Preferred Customer	45	Eligible for Seven-Level Unlimited Matching bonuses
Five Star Retailer	\$1,000 monthly income from all sources and has a minimum of 1 Preferred Customer	75	Receives a framed CieAura Five Star Certificate presented at Convention
Silver Star Retailer	\$3,000 monthly income from all sources	75	Earns the "Black Diamond Training" with Corporate and National leaders, (pre-National Convention, Full Day, location Expenses paid (room, meals, materials))
Ambassador	\$5,000 monthly income from all sources with at least 2 Five Star Retailer in unilevel	100	Earns a \$500 expense account / allowance & Receives a CieAura Ambassador Certificate suitable for framing
Diamond	\$10,000 monthly income from all sources with at least 3 Five Star & 1 Silver Star Retailers in unilevel and a minimum of 2 Preferred Customers	100	Earns a \$1,000 expense account / allowance, a CieAura Diamond Plaque presented on the Diamond Leadership Trip (all expenses paid)
Double Diamond	\$25,000 monthly income from all sources with at least 4 Silver Star Retailers in unilevel and a minimum of 2 Preferred Customers	125	Earns a \$1,000 expense account, a \$1,000 monthly car allowance, a \$500 monthly insurance allowance and a CieAura Double Diamond Plaque
Triple Diamond	\$50,000 monthly income from all sources with at least 3 Ambassador Retailers and Two Diamonds in unilevel plus a minimum of 2 Preferred Customers	125	Earns a \$1,500 expense account, a \$1,000 monthly car allowance, a \$750 monthly insurance allowance and a CieAura Triple Diamond Plaque
Black Diamond	\$100,000 monthly income from all sources with at least 6 Ambassador Retailers and three Diamonds in unilevel plus a minimum of 2 Preferred Customers	125	Earns a \$2,000 expense account, a \$1,500 monthly car allowance, a \$1,000 monthly insurance allowance and a CieAura Black Diamond Plaque

• Automobile allowances and insurance allowances will be paid on the 15th of the month following the month of qualification.

• Expense allowances are paid from expense reports on the 15th of each month for the preceding month.

Though a person could become a retailer with CieAura and not make any money, I'm sure you can see how, by focusing on product sales, there is a strong possibility of financial success.

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

CieAura, LLC has offices in Glendale, California, Las Vegas, Nevada, and Georgia.

Company Website: <http://www.cieaura.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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