

MLM Company Profile: Livinity, Inc.



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Livinity, Inc.

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Founding Story

Livinity, Inc. is located in Russell, KS. Livinity, Inc. was founded by distributors *for* distributors. David and Barb Pitcock have been in the network marketing and the direct sales industry for the past 12 years. They started their own distributorship in 1995 and it only took them a few years to become top distributors and the number one money (www.mlmlegal.com) earners in two different companies. They earned a full time income from network marketing since 1998. They also spent years developing a system of success.

Impact on the Industry

Livinity, Inc. is a member of the Direct Selling Association.

Discussion of Products


Livinity, Inc. offers a wide range of nutritional products and personal care items. The company also sells wellness supplements, cosmetic items, and fuel additives that have a 20-year track record in reducing emissions and

increasing gas mileage. In addition, Livinity, Inc. sells Spa Packages, Body Wash, Hand & Body Lotion, Shampoo and Conditioner, Age Erase, Pain Relief Pain Gel, Omega 3, C-MAGIC Cleaning System and many others.

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Discussion of Opportunity

Distributors can earn income three different ways. The company (www.mlmlegal.com) offers the following compensation plan:




A LIVINITY EXECUTIVE

Becoming a Livinity Executive

The first major step in building your Livinity business is to become an Executive. In addition to the benefits of being an independent distributor, Executives earn bonuses on the product Bonus Volume (BV) of sales of distributors and retail customers in their personal group. Executives receive commissions on the BV generated by the Executives' sales in their 4 x 7 Executive Organization. So, whether you are retailing products to customers, sponsoring distributors for \$49 who purchase products or are bringing Executives into Livinity, you can earn commissions and bonuses in all three scenarios above!

As a company founded by distributors for distributors, Livinity understands the power of receiving that bonus check each month. The Livinity Marketing and Compensation Plan is one of the most innovative, lucrative and fair plans in the industry.



Benefits of a Livinity Executive

In addition to the benefits of being a personal group distributor, Livinity Executives are eligible for a number of exciting earning opportunities. All Livinity bonuses depend on qualifications and are based entirely on the Bonus Volume (BV) or movement of products on a monthly basis.

- The Executive Personal Group Bonus
- The Personal Retailers Bonus
- The First Start Bonus
- The 4 x 7 Executive Organization Bonus
- The Livinity Fast Tracker Bonus
- The Matrix Spillover Bonus
- The Coding Bonus (\$150 or more in PSV each month)
- The Diamond Infinity Bonus (\$150 or more in PSV each month)
- The Livinity Car Bonus Program

Executives are also eligible to advance through various levels of achievement and recognition: Bronze, Gold, Platinum, Diamond and beyond.

LIVINITY EXECUTIVE ORGANIZATION

An Overview of the 4 x 7 Executive Organization

How the Executive Organization works. - Figure 8.1



Each Executive in Livinity is allowed four Executive positions on his or her first level. Because you have four positions on your first level, and each of those has four on their first level, you will have a total of sixteen positions on your second level. Your 4 x 7 Executive Organization has seven levels and the number of positions increases by a factor of four with each new level.

You have a total of 21,844 available positions in your 4 x 7 Executive Organization just waiting to be filled. Of course, you will not have to fill them alone! When a distributor becomes an Executive, they take the next available position in your group. Then, he or she sponsors executives who then take a position within the 4 x 7 Organization and so on. By building their own organizations, the Executives in your downline are building yours too. As an Executive you will earn a percentage on all the sales generated by your 4 x 7 Executive Organization. As the organization grows and markets more and more products, your earnings will increase too! The 4 x 7 Executive Organization encourages you to do the two most important things to build your business:

1. Generate Sales Volume, and
2. Sponsor more active distributors

The more sales and distributors... the more your bonus commissions will be!

How to Interpret the Executive Bonus Schedule - Figure 9.1

How much you earn on your Executive Organization's volume depends on three important factors:

1. The number of personally sponsored Executives you have brought into the business yourself who are generating the minimum required Sales Volume for the month.
2. The amount of Sales Volume you have personally generated for the month.
3. The amount of Bonus Volume generated on each level of your Executive Organization.

The following graphs will explain each level and the earnings on each level.

4x7 Executive Chart

Level	Potential Distributors	Percentage Earned	# of Personally Enrolled Executives
1	4	1%	0
2	16	10%	0
3	64	10%	0
4	256	10%	1
5	1,024	10%	2
6	4,096	3%	3
7	16,384	3-18%	4

7th Level Payout

% Paid	# Sponsored
9%	4
9%	5
9%	6
9%	7
9%	8
9%	15
9%	30

Volume on the 3rd level is used to figure the Livinity Free Car Bonus Program. You must be a Qualified Executive to qualify for this bonus. The uncompressed Qualifying Volume (QV) on your 3rd level will determine the amount of the Car Bonus.

# Sponsored	Pin Level
1	Bronze
4	Gold
8 with at least 1	Diamond
8 with at least 1	1 Star Diamond
8 with at least 1	2 Star Diamond
8 with at least 1	3 Star Diamond
8 with at least 1	4 Star Diamond
5 Enrolled Diamonds	5 Star Diamond

When looking at the 4 x 7 Executive Chart, it is simple to see what a qualified Executive will earn on each level. You can also see how many personally sponsored Executives it will take to qualify for earnings on each level of the 4 x 7 Matrix.

An Executive can have people spill into their organization and earn commissions down through the third level without having personally sponsored anyone. Once you start personally sponsoring distributors that become Executives, you start to get paid on the additional levels of the 4 x 7 Executive Organization. By sponsoring one Executive your fourth level opens, a second Executive will open the fifth level, a third Executive will open the sixth level and by sponsoring just a fourth Executive you will earn commissions on all 7 levels of the 4 x 7 Matrix! The more personally

sponsored executives you have, the higher the commissions you will earn on your seventh level (see 4 x 7 Executive chart).

In addition, if you have a total of \$2500 in QV anywhere in your matrix your 7th level percentage will go from 3% to 10%. If you have \$3500 in total matrix volume your 7th level percentage will go from 3% to 15%. If you have \$5000 in total matrix volume then your 7th level goes from 3% to 18%.

The Spill Factor - Figure 9.2

Once the four positions in your first level are filled, every new Executive you sponsor will be placed in the next available position in your Executive Organization onto your second level, then third level and so on. You created Spill Over!

The Spill Factor is one of the most powerful dynamics in the Livinity Compensation Plan. When you create "spill," you are essentially helping someone else build their business at the same time you build your own. The effect of "spill" on a new Executive's belief can be incredible!



LIVINITY EXECUTIVE BONUSES

The Executive Personal Group Bonus

Each month you generate the minimum Personal Sales Volume (PSV), you are eligible for a bonus based on the Bonus Volume (BV) of your Personal Group. Your Personal Group consists of your retail customers and the distributors you have sponsored (and the distributors they have sponsored, and so on) who have not yet qualified as Executives and entered the 4 x 7 Executive Organization.

You will receive 25% of the total BV generated by every distributor and customer in your Personal Group! For example, if your personal group generates \$500 in BV for the month, then your Personal Group Bonus will be \$125. If it generates \$1000, then your Personal Group bonus would be \$250!

The Upline Executive Personal Group Bonus

In addition to your earning bonuses on the Personal Group, Livinity understands that many times your upline assisted you in developing that personal group. So Livinity also pays your upline qualified Executives four levels! An additional 20% of the Bonus Volume (BV) is paid to the qualified Executives four levels up. People helping people is quite a concept, and Livinity is excited to include that understanding within the compensation plan.



Fast Start Bonus

To qualify for the Fast Start Bonus all you have to do is generate at least \$100 in PSV between you and all of your customers' orders in a calendar month. Livinity will send you \$100 for each new \$600 Sampler Pack Executive and \$250 for each \$1000 Executive Product Pack Executive that you bring into the business.

Matrix Spillover Bonus

In addition, there is a \$150 Matrix Rollup Bonus paid on the \$1000 Executive Product Pack. A \$50 bonus is paid to 3 Qualified Executives in the matrix above the newly sponsored executive. This bonus will skip the Sponsor of the new executive, as he has earned the \$250 fast start bonus. This is exciting because Executives in your downline will be earning \$50 bonuses even when they do not sponsor someone themselves!

Personal Sales Volume (PSV) is the price attached to all products that Livinity pays bonuses on. Example: I buy four items that cost \$25 wholesale - that totals \$100 in PSV. Each product carries its own Sales Volume (SV). Bonus Volume (BV) is the price attached to each product that Livinity actually pays bonuses on, excluding sales aids, literature and Livinity promotional items. All Livinity bonuses are paid on the movement of products only.

FAST TRACKER BONUS

Fast Tracker Bonuses

"Getting people started right" is a phrase you will hear over and over in Livinity. Sponsoring a new person and helping them get their business started is the greatest way to build your business. Livinity has taken this step to the next level with our Fast Tracker Bonuses!

The Fast Tracker Bonuses are designed to help the distributor not only sponsor new people but also to help the new distributor get their business started right away and get rewarded for that step! A new Executive, by simply doing the right things long enough, can earn some terrific bonuses in their first twelve months in Livinity... All of the Fast Tracker Bonuses accumulate each time you reach the next rank in Livinity and are paid in addition to your monthly commissions.

Platinum Fast Tracker Bonus

When a new person joins at the \$600 or the \$1000 Executive Level and achieves the rank of Platinum in their first 60 days, they will receive a \$250 Fast Tracker Bonus.

Diamond Fast Tracker Bonus

When a new person joins at the \$600 or \$1000 Executive Level and achieves the rank of Diamond in their first 90 days and has at least 50 Qualified Executives in their Matrix, they will receive a \$500 Fast Tracker Bonus.

1 Star Diamond Fast Tracker Bonus

When a new person joins at the \$600 or \$1000 Executive Level, achieves the rank of 1 Star Diamond within 180 days (or 6 months) of their join date, AND has 100 or more Qualified Executives in their 4X7 Matrix, then the Executive will receive a one-time \$1000 bonus.

2 Star Diamond Fast Tracker Bonus

When a new person joins at the \$600 or \$1000 Executive Level, achieves the rank of 2 Star Diamond within 240 days (or 8 months) of their join date, AND has 150 or more Qualified Executives in their 4X7 Matrix, THEN the Executive will receive a one-time \$2000 bonus.

3 Star Diamond Fast Tracker Bonus

When a new person joins at the \$600 or \$1000 Executive Level, achieves the rank of 3 Star Diamond within 300 days (or 10 months) of their join date, AND has 200 or more Qualified Executives in their 4X7 Matrix, THEN the Executive will receive a one-time \$3000 bonus.

4 Star Diamond Fast Tracker Bonus

When a new person joins at the \$600 or \$1000 Executive Level, achieves the rank of 4 Star Diamond within 365 days (or 1 year) of their join date, AND has 300 or more Qualified Executives in their 4X7 Matrix, THEN the Executive will receive a one-time \$4,000 bonus.

LIVINITY

Bronze, Gold & Platinum

As you sponsor new distributors and they go on to take their place in the Executive Organization, you will reach higher levels of recognition.

When you have sponsored one Qualified Executive, you are recognized as a Bronze Executive. When you have sponsored four Qualified Executives, you are recognized as a Gold Executive.

When you have eight qualified, personally sponsored Executives and you are generating at least \$150 PSV a month in Sales Volume, you are recognized as a Platinum Executive.



Leadership Coding Bonus

The Livinity Coding Bonus is one of the most exciting and lucrative leadership bonuses found in the entire industry! Livinity has revolutionized how leaders approach their business! When a person joins Livinity at the \$600 or \$1000 Executive level, \$100 or \$250 in Fast Start Bonuses is paid to their sponsor. In addition Livinity pays out an additional \$100 upline in a Coding Bonus, \$50 to the upline Diamond and \$50 to the upline 5 Star Diamond. Once a person reaches the Diamond Executive level and has the required \$150 PSV, he or she is able to start collecting the Coding Bonus on each new Executive to join their organization. The Coding Bonus is paid on all personal lines of sponsorship down to the next Diamond.

\$600 Coding Bonus Schedule

Rank	Coding Bonus Share
Diamond Executive	\$50
5 Star Diamond Executive	\$50

\$1000 Coding Bonus Schedule

Diamond Executive	\$50
5 Star Diamond Executive	\$50

After qualifying at the Diamond level for two months, you will be qualified to earn coding bonuses on that 2nd month. The coding bonus is a differential roll up bonus which finds the upline executive at the above levels and adds the coding bonuses accordingly. For each \$600 and \$1000 Executive pack \$100 in coding bonuses are paid.

Personal Retailers Bonus

For the Executives who are retailing significant amounts of products, the Personal Retailer's Bonus is exciting! The first \$500 BV on an Executive's order is paid out in the 4 x 7 Matrix. All BV over \$500 in a single month is paid back to the person who ordered the product in a Personal Retailer's Bonus of 40%! So, if you have \$1000 BV in volume for



the month, the first \$500 is paid in the 4 x 7 matrix and the remaining \$500 is paid back to you in a 40% Personal Retailer's Bonus, which in this example would be

an additional \$200 back in your pocket. Don't forget that you are also earning 20% of those products if you have chosen to sell them at retail!





2 Ways to Become a Diamond and earn the Diamond Infinity Bonus

As a Diamond Executive, you will belong to an elite group of Livinity's top achievers. To earn the Diamond Bonuses you must meet the following criteria:

1. You must generate at least \$150 in Personal Sales Volume (PSV). You must have at least eight Personally sponsored Qualified Executives who have at least one personally sponsored Qualified Executive each.
2. In addition, you may also qualify at the Diamond level by having 8 personally sponsored Qualified Executives and achieving the volume below throughout your entire Unilevel.

- To qualify at the Diamond level: Have \$10,000 in QV anywhere in your unilevel with 50% of the volume coming from one leg, and the rest from at least 2 other legs.
- To qualify at the 1 Star Diamond level: Have \$25,000 in QV anywhere in your unilevel with 50% of the volume coming from one leg and the rest from at least 2 other legs.
- To qualify at the 2 Star Diamond level: Have \$50,000 in QV anywhere in your unilevel with 50% of the volume coming from one leg and the rest from at least 2 other legs.
- To qualify at the 3 Star Diamond level: Have \$75,000 in QV anywhere in your unilevel with 50% of the volume coming from one leg and the rest from at least 2 other legs.
- To qualify at the 4 Star Diamond level: Have \$100,000 in QV anywhere in your unilevel with 50% of the volume coming from one leg and the rest from at least 2 other legs.
- To qualify at the 5 Star Diamond level: Have \$250,000 in QV anywhere in your unilevel with 50% of the volume coming from one leg and the rest from at least 2 other legs.

5 Star Diamond

Are you ready to soar among the eagles...become one of the elite in the entire industry of network marketing...achieve total financial freedom?

Then the 5 Star Diamond pin level is for you. This is an elite group of people that have mastered the 8 Steps to Financial Freedom and have passed this on to people in their organization. To achieve the 5 Star rank one must do the right things and master the basics. This elite club will experience travel and luxury in the company of the top achievers. Livinity is excited to treat you like kings and queens and at the 5 Star Diamond level, that is our goal.

To qualify as a 5 Star Diamond one must have five personally sponsored people achieve the rank of Diamond Executive and have at least 500 active people in their downline. Once you have qualified for two months, the third month you will receive a \$5000 5 Star bonus and start to experience what freedom is really about.



Benefits of Being a Diamond Executive

In addition to the 4 x 7 Executive Organization Bonus you will be eligible for an override bonus that runs throughout your personal lines of sponsorship. Everytime a new Diamond breaks in your organization in an unencumbered line of sponsorship in the unilevel, you will receive a Star qualification. If 1 new person reaches the Diamond level, you would be a 1 Star Diamond. If 2 people in separate lines of personal sponsorship, regardless if you sponsored them or not, reaches the Diamond level, you are then a 2 Star Diamond. The same is for 3 Star and 4 Star Diamond. The Diamond Infinity Bonuses are paid down to the next Diamond Executive.

Diamond Infinity Bonus will pay 1% of downline volume to the next Diamond in that line of sponsorship. Each of these bonuses will pay down to the next pin level that is the same as the one being paid.

One Star Diamond pays 2%, Two Star Diamond pays 3%, Three Star Diamond pays 4% and Four Star Diamond pays 5%. An example would be that if you are 4 Star Diamond, you will receive a 5% infinity bonus to the next Diamond. At that point the Diamond will earn 2% and you will continue to earn 4% past that Diamond. This is a differential bonus that pays a maximum of 5% at the 4 Star Diamond level.

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For more information, one must contact the company.

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

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