

## MLM Company Profile: DrinkACT



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## DrinkACT

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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

Mark McKnight founded DrinkACT.com in June, 2005. DrinkACT.com is a web-based energy drink company.

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DrinkACT.com is located in Chula Vista, California.

### Impact on the Industry

### Discussion of Products

DrinkACT.com sells energy drinks, including ACT "FEEL GOOD" and A.C.T. Crystal Clear Energy. The drinks contain vitamins, minerals, fruit extracts, herbs, and amino acids.

The energy drinks come in "grab-and-go" cans and "on-the-go" packets.

## Discussion of Opportunity

DrinkACT offers seven different ways in which to earn income, which include fast start bonuses, residual income, retail profits, luxury car bonuses, cycle bonuses, matching bonuses, and global bonus pools.

DrinkACT.com operates a binary compensation plan, ([www.mlmllegal.com](http://www.mlmllegal.com)) provided as follows:

**ACTIVATE as a DEALER** : Upon enrolment you will receive your FREE website, hosted by DrinkACT.com, FREE back office software to keep track of personal and team sales and FREE detailed reports. It is now time to **"activate"** your position by making a product purchase of at least 40 PBV (Personal Bonus Volume). This will allow you to begin accumulating sales volume as you build your Left and Right Sales Teams. To remain active, a dealer must order at least 40 PBV every 30 days.

**QUALIFY as a DEALER** : Next, you will want to **"qualify"** to receive Team Building Commissions by personally sponsoring one person on your Left Sales Team and one person on your Right Sales Team that purchases at least 40 PBV every calendar month. To remain qualified a dealer must have one dealer on their Left Sales Team who places a 40 PBV order every 30 days and one dealer on their Right Sales Team who places a 40 PBV order every 30 days.



Volume is accumulated by each sales team (Left Sales Team and Right Sales Team). It is then compared and each time BOTH sides match with 120 in volume, YOU receive a \$10.00 cash reward or "commission." Each matching 120 is called a "cycle". It is possible to "cycle" many times throughout the qualification period – resulting in multiple \$10.00 payouts per commission period.

**An Active and Qualified Dealer can receive Team Building Commission according to the following schedule:**

**Qualified/Active Dealer Cycle Pay**

Left Side BV Right Side BV Cycle Pay Commissions

Team Volume Team Volume

120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward
120	120	\$10.00 Cash Reward

**QUICK START BRONZE STATUS QUALIFICATION –**

- *A one-time purchase of 120 PBV within the first 30 days of sign-up*
- *Must have at least a 40 PBV Monthly Scheduled Delivery*

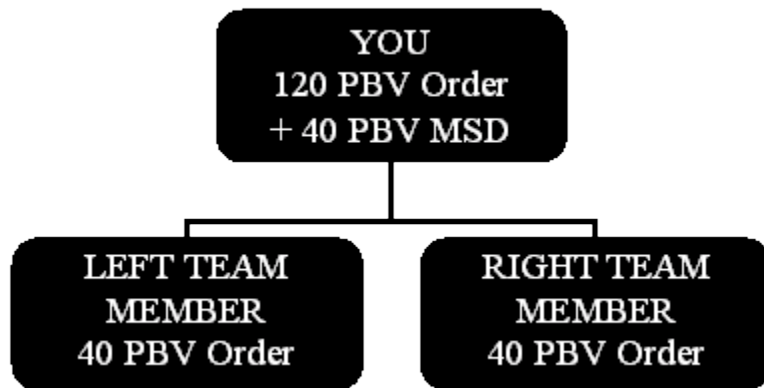
**YOU**  
**120 PBV Order within first 30 days of signup**  
**+ 40 PBV Monthly Scheduled Delivery**

**OR**

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**REGULAR BRONZE QUALIFICATION REQUIREMENTS –**

- *A one-time purchase of 120 PBV or higher*
- *A Monthly Scheduled Delivery (MSD) of 40 PBV or higher*
- *At least 1 personally sponsored dealer on your LEFT SALES TEAM with 40 PBV or higher*
- *At least 1 personally sponsored dealer on your RIGHT SALES TEAM with 40 PBV or higher*



A QUALIFIED BRONZE DEALER receives the following:

- Recognition for achieving BRONZE status;
- Doubling of Team Building Commissions to \$20 per cycle and \$3,500.00 per week potential.

BRONZE DEALERS and above can receive Team Building Commissions according to the following schedule:

*BRONZE Dealer Cycle Pay*

<i>Left Side BV</i>	<i>Right Side BV</i>	<i>Cash Reward Cycle</i>
<i>Team Volume</i>	<i>Team Volume</i>	
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash Reward
120	120	\$20.00 Cash ( <a href="http://www.mlmlegal.com">www.mlmlegal.com</a> ) Reward

A BRONZE ACTIVE and QUALIFIED DEALER may receive up to 175 cycles of \$20 per cycle or \$3,500.00 per week in Team Building Cash Rewards.

QUALIFY as a SILVER DEALER

ACTIVE & QUALIFIED DEALER achieves SILVER status by accomplishing the following:

QUICK START SILVER STATUS QUALIFICATION WITHIN 30 DAYS OF SIGN-UP –

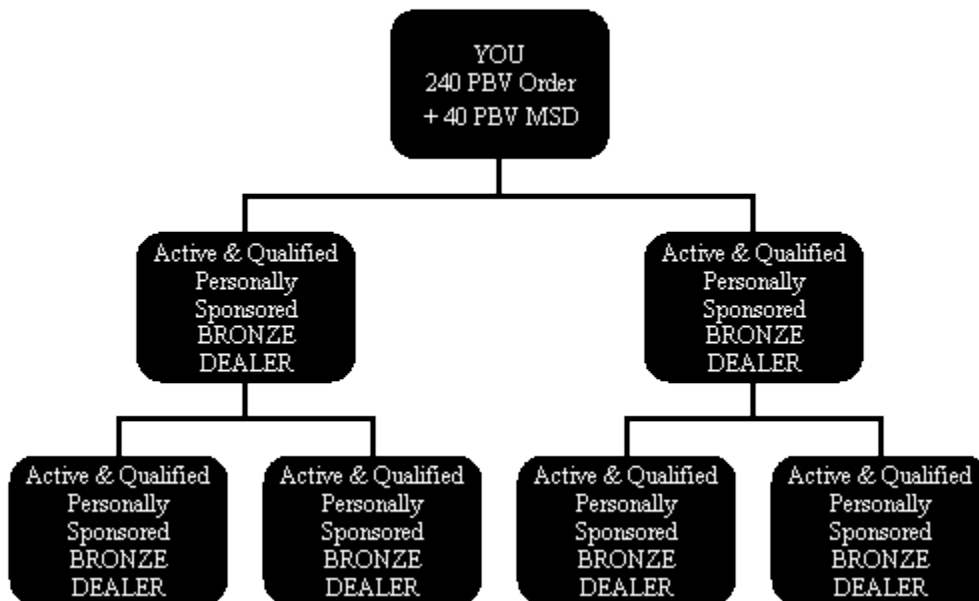
- A one-time purchase of 240 PBV within the first 30 days of sign-up
- Must have at least a 40 PBV Monthly Scheduled Delivery

**YOU**  
**240 PBV Order within first 30 days of signup**  
**+ 40 PBV Monthly Scheduled Delivery**

OR

REGULAR SILVER QUALIFICATION REQUIREMENTS –

- A one-time purchase of 120 PBV or higher
- A Monthly Scheduled Delivery (MSD) of 40 PBV or higher
- At least 6 personally sponsored Active and Qualified “Paid As” Bronze Dealers



A QUALIFIED SILVER DEALER receives the ([www.mlmllegal.com](http://www.mlmllegal.com)) following:

- Recognition for achieving SILVER status;

- *May receive up to \$5,000.00 per week in Team Building Commissions*
- *A 10% Matching Bonus paid weekly on the Team Building Commissions earned by all personally sponsored dealers (L1). This Matching Bonus will not exceed 100% of the Team Building Commissions earned by the SILVER DEALER on L1 during the qualification period.*

*QUALIFY as a GOLD DEALER*

*QUICK START GOLD STATUS QUALIFICATION WITHIN 30 DAYS OF SIGN-UP –*

- *A one-time purchase of 360 PBV within the first 30 days of sign-up*
- *Must have at least a 40 PBV Monthly Scheduled Delivery "Autoship"*

**YOU**  
**360 PBV Order within first 30 days of signup**  
**+ 40 PBV Monthly Scheduled Delivery**

*OR*

*An ACTIVE & QUALIFIED DEALER achieves GOLDstatus by accomplishing the following:*

- *A one-time purchase of 120 PBV or higher*
- *A Monthly Scheduled Delivery (MSD) of 40 PBV or higher*
- *At least 9 personally sponsored Active and Qualified "Paid As" Bronze Dealers during the qualification period*
- *Must have a TOTAL of at least 6000 PGV (Personal Group Volume) generated from both sales teams during the qualification period.*
  - *Must have at least 2000 PGV (Personal Group Volume) on the Left Sales Team during the qualification period.*
  - *Must have at least 2000 PGV (Personal Group Volume) on the Right Sales Team during the qualification ([www.mlmllegal.com](http://www.mlmllegal.com)) period.*

*A QUALIFIED GOLD DEALER receives the following:*

- *Recognition for achieving GOLD status;*

- *May receive up to \$10,000.00 per week in Team Building Commissions*
- *A 10% Matching Bonus paid weekly on the Team Building Commissions earned by all personally sponsored dealers (L1) AND all of their personally sponsored dealers (L2). This Matching Bonus will not exceed 400% of the Team Building Commissions earned by the GOLD DEALER for L1 + L2 during the qualification period.*
- *A potential share\* of the Global Gold Bonus Pool. The Gold Bonus Pool is pro-rated among other Gold Dealers and paid quarterly. This bonus pays out based on 10% of the Global Bonus Pool. The amount paid will be calculated based on the Personal Group Volume (PGV) of each qualified GOLD DEALER during the qualification period.*

*\*To earn this bonus the GOLD DEALER must be PAID AS GOLD DEALER or above for at least 8 weeks of the quarterly qualification period.*

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#### *QUALIFY as a PLATINUM DEALER*

*An ACTIVE & QUALIFIED DEALER achieves PLATINUM status by accomplishing the following:*

- *A one-time purchase of 120 PBV or higher*
- *A Monthly Scheduled Delivery (MSD) of 40 PBV or higher*
- *At least 12 personally sponsored Active and Qualified "Paid As" Bronze Dealers during the qualification period.*
- *Must have a TOTAL of at least 15,000 PGV (Personal Group Volume) generated from both sales teams during the qualification period.*
  - *Must have at least 5000 PGV (Personal Group Volume) on the Left Sales Team during the qualification period.*
  - *Must have at least 5000 PGV (Personal Group Volume) on the Right Sales Team during the qualification period.*

*A QUALIFIED PLATINUM DEALER receives the following:*

- *Recognition for achieving PLATINUM status;*
- *May receive up to \$15,000.00 per week in Team Building Commissions*
- *A 10% Matching Bonus paid weekly on the Team Building Commissions earned by all personally sponsored dealers (L1) AND all of their personally([www.mlmllegal.com](http://www.mlmllegal.com)) sponsored dealers (L2) AND their*

*personally sponsored dealers (L3). This Matching Bonus will not exceed 900% of the Team Building Commissions earned by the PLATINUM DEALER for L1 + L2 + L3 during the qualification period.*

- *A potential share\* of the Global Platinum Bonus Pool. The Platinum Bonus Pool is pro-rated among other Platinum Dealers and paid quarterly. This bonus pays out based on 20% of the Global Bonus Pool. The amount paid will be calculated based on the Personal Group Volume (PGV) of each qualified PLATINUM DEALER during the qualification period.*

*\*To earn this bonus the PLATINUM DEALER must be PAID AS PLATINUM DEALER or above for at least 8 weeks of the quarterly qualification period.*

#### *QUALIFY as a DIAMOND DIRECTOR*

*An ACTIVE & QUALIFIED DEALER achieves DIAMOND DIRECTOR status by accomplishing the following:*

- *A one-time purchase of 120 PBV or higher*
- *A Monthly Scheduled Delivery (MSD) of 40 PBV or higher*
- *At least 15 personally sponsored Active and Qualified "Paid As" Bronze Dealers during the qualification period.*
- *Must have a TOTAL of at least 30,000 PGV (Personal Group Volume) generated from both sales teams during the qualification period.*
  - *Must have at least 10,000 PGV (Personal Group Volume) on the Left Sales Team during the qualification period.*
  - *Must have at least 10,000 PGV (Personal Group Volume) on the Right Sales Team during the qualification period.*

*A QUALIFIED DIAMOND DIRECTOR receives the following:*

- *Recognition for achieving DIAMOND DIRECTOR status;*
- *May receive up to \$25,000.00 per week in Team Building Commissions*
- *A 10% Matching Bonus paid weekly on the Team Building Commissions earned by all personally sponsored dealers (L1) AND all of their personally sponsored dealers (L2) AND their personally sponsored dealers (L3). This Matching Bonus will not exceed 900% of the Team Building Commissions earned by the DIAMOND DIRECTOR for L1 + L2 + L3 during the qualification period.*
- *A car bonus in the amount of \$100 paid WEEKLY. (\$400 per month car bonus!)*
- *A potential share\* of the Global Diamond Director Bonus Pool. The Diamond Director Bonus Pool is pro-rated among other Diamond Directors and paid quarterly. This bonus pays out based on 30% of the*



*Global Bonus Pool. The amount paid will be calculated based on the Personal Group Volume (PGV) of each qualified DIAMOND DIRECTOR during the qualification period.*

*\*To earn this bonus the DIAMOND DIRECTOR must be PAID AS DIAMOND DIRECTOR or above for at least 8 weeks of the quarterly qualification period.*

*QUALIFY as an EXECUTIVE DIAMOND DIRECTOR*

*An ACTIVE & QUALIFIED DEALER achieves EXECUTIVE DIAMOND DIRECTOR status by accomplishing the following:*

- *A one-time purchase of 120 PBV or higher*
- *A Monthly Scheduled Delivery (MSD) of 40 PBV or higher*
- *At least 20 personally sponsored Active and Qualified "Paid As" Bronze Dealers during the qualification period.*
- *Must have a TOTAL of at least 75,000 PGV (Personal Group Volume) generated from both sales teams during the qualification period.*
  - *Must have at least 25,000 PGV (Personal Group Volume) on the Left Sales Team during the qualification period.*
  - *Must have at least 25,000 PGV (Personal Group Volume) on the Right Sales Team during the qualification period.*

*A QUALIFIED EXECUTIVE DIAMOND DIRECTOR receives ([www.mlmllegal.com](http://www.mlmllegal.com)) the following:*

- *Recognition for achieving EXECUTIVE DIAMOND DIRECTOR status;*
- *May receive up to \$50,000.00 per week in Team Building Commissions*
- *A 10% Matching Bonus paid weekly on the Team Building Commissions earned by all personally sponsored dealers (L1) AND all of their personally sponsored dealers (L2) AND their personally sponsored dealers (L3). This Matching Bonus will not exceed 900% of the Team Building Commissions earned by the EXECUTIVE DIAMOND DIRECTOR for L1 + L2 + L3 during the qualification period.*
- *A car bonus in the amount of \$250 paid WEEKLY. (\$1000 per month car bonus!)*
- *A potential share\* of the Global Executive Diamond Director Bonus Pool. The Executive Diamond Director Bonus Pool is pro-rated among other Executive Diamond Directors and paid quarterly. This bonus pays out based on 40% of the Global Bonus Pool. The amount paid will be calculated based on the Personal Group Volume (PGV) of each qualified EXECUTIVE DIAMOND DIRECTOR during the qualification period.*

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For additional information, one must contact the company.

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

DrinkACT.com states that it has sold over 70 million ACT “Feel Good” drinks.

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