

## MLM Company Profile: Dynamite Marketing, Inc.



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### Dynamite Marketing, Inc.

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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

Jim Zamzow is the founder and president of Dynamite Marketing, Inc.

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#### Impact on the Industry

NA

#### Discussion of Products

Dynamite Marketing, Inc. sells vitamin and mineral supplements for all living creatures including humans, horses, dogs, cats, lizards, parrots, grizzly bears, tigers, donkeys and others. The supplements combine sixty years of research in animal and human health.

Dynamite Marketing, Inc.'s website states the following about its products:

*"- We incorporate pure Amino Acid Chelates into our products.*

- We also realize that what is NOT in a product is important too. So you won't find chemical preservatives in any Dynamite product- only natural tocopherols and vitamin C.

- In addition, we formulate products to ([www.mlmllegal.com](http://www.mlmllegal.com)) maintain the balance of minerals and amino acids to provide maximum bioavailability and efficacy.

- Because we build our own animal products, we can ensure the ingredients and final products are free of chemical preservatives from harvest to consumer.”

### **Discussion of Opportunity**

Distributors can join the company by locating a sponsor in their area and purchasing a modest amount of wholesale product.

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The company offers the following compensation plan:

*Effective: July 1, 2010*

#### **A. THE PRODUCT REPRESENTATIVE**

*In order to become a Product Representative with the Company, the applicant must comply with the following:*

- 1. Be at least 18 years of age.*
- 2. Have a valid Social Security or Tax ID number.*
- 3. Be sponsored by an existing Dynamite® Distributor of Manager level or higher*
- 4. Read this Agreement and all of the attachments and exhibits thoroughly, and understand all of those materials, the marketing plan and the Products. If the Product Representative has any questions, they should be directed to the Sponsor. If not satisfied -BEFORE SIGNING THIS AGREEMENT- write to or contact: Dynamite Marketing, Inc. 310 E Watertower Street Meridian, ID 83642.*
- 5. Sign and/or electronically agree to the Distributor application and submit to Dynamite.*
- 6. Pay the application fee.*
- 7. Purchase a minimum initial order of \$150.00 (one hundred fifty dollars) wholesale in product directly from the company. (The order must accompany the Distributor sign-up fee and be forwarded to the Company for registration.) Dynamite reserves the right to reject any new ([www.mlmllegal.com](http://www.mlmllegal.com)) Distributor Application.*

#### **B. THE MANAGER**

- 1. When the Product Representative has purchased from the company a total of forty (40) points of Products within any two (2) consecutive calendar months, he/she will be automatically advanced to Manager.*
- 2. The Manager purchases Product directly from the Company at wholesale (see current price sheet) plus a five percent (5% BV) Bonus paid monthly by check.*

#### **C. THE SUPERVISOR**

- 1. The Manager automatically advances to Supervisor when a total of 120 points of Products have been purchased from the Company personally and/or by his/her organization within any two (2) consecutive calendar months.*
- 2. The Supervisor purchases Product directly from the Company at wholesale (see current price sheet).*

*Qualified Supervisor pay rank also receives a ten percent (10% BV) Rebate on personal purchases as well as well as a five percent (5% BV) Bonus on all orders made by any personally-sponsored Manager (pay rank) organizations and a ten percent (10% BV) Bonus on all orders made by personally-sponsored Product Representatives. (No lateral commission is paid on Supervisors (pay rank)).*

#### **D. THE DIRECTOR**

*1. The Supervisor automatically advances to Director when a total of 480 points of Products have been purchased from the Company personally and/or by his/her organization within any two (2) consecutive calendar months. Directors are recommended to attend a Spring Conference Training Session in Boise, Idaho. 2. The Director purchases Product directly from the Company at wholesale price (see current price sheet). Plus, qualified Director pay rank, receives a fifteen percent (15% BV) Rebate on personal purchases as well as a five percent (5% BV) Bonus on all orders made by any personally-sponsored Supervisor (pay rank) organizations and a ten percent (10% BV) Bonus on all orders made by any personally-sponsored Manager (pay rank) organizations and a fifteen percent (15% BV) Bonus on all orders made by personally-sponsored Product Representatives.*

#### **E. THE BRONZE DIRECTOR**

*1. The Director automatically advances to Bronze Director when he/she sponsors a distributor who advances to Director 2. The Bronze Director purchases Product directly from the Company at wholesale price (see current price sheet). Plus, qualified Bronze Director pay rank, receives a fifteen percent (15% BV) Rebate on personal purchases as well as a five percent (5% BV) Bonus on all orders made by any personally-sponsored Supervisor (pay rank) organizations and a ten percent (10% BV) Bonus on all orders made by any personally-sponsored Manager (pay rank) organizations and a fifteen percent (15% BV) Bonus on all orders made by personally-sponsored Product Representatives.*

*In addition, qualified Bronze Director pay rank receives generational commissions of 5% BV on their first, second and third generation Director's (pay rank) and personal organizations. See the definition of "generation" in the Dynamite Policies and Procedures.*

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#### **F. THE SILVER DIRECTOR**

*1. When a Bronze Director personally-sponsors 5 distributors who advance to Director and qualify at Director pay rank for 2 consecutive months, he/she will advance to Silver Director the following month. 2. The Silver Director purchases Product directly from the Company at wholesale price (see current price sheet). Plus, qualified Silver Director pay rank, receives a fifteen percent (15% BV) Rebate on personal purchases as well as a five percent (5% BV) Bonus on all orders made by any personally-sponsored Supervisor (pay rank) organizations and a ten percent (10% BV) Bonus on all orders made by any personally-sponsored Manager (pay rank) organizations and a fifteen percent (15% BV) Bonus on all orders made by personally-sponsored Product Representatives.*

*In addition, qualified Silver Director pay rank receives generational commissions of 5% BV on their first, second and third generation Director's (pay rank) and personal organizations plus 4% BV on their 4th generation Director's (pay rank) and personal organizations.*

#### G. THE GOLD DIRECTOR

1. When a Silver Director personally-sponsors 15 distributors who advance to Director and qualify at Director pay rank for 2 consecutive months, he/she will advance to Gold Director the following month. 2. The Gold Director purchases Product directly from the Company at wholesale price (see current price sheet). Plus, qualified Gold Director pay rank, receives a fifteen percent (15% BV) Rebate on personal purchases as well as a five percent (5% BV) Bonus on all orders made by any personally-sponsored Supervisor (pay rank) organizations and a ten percent (10% BV) Bonus on all orders made by any personally-sponsored Manager (pay rank) organizations and a fifteen percent (15% BV) Bonus on all orders made by personally-sponsored Product Representatives.

In addition, qualified Gold Director pay rank receives generational commissions of 5% BV on their first, second and third generation Director's (pay rank) and personal organizations, 4% BV on their 4th generation Director's (pay rank) and personal organizations and 3% BV on their 5th generation Director's (pay rank) and personal organizations.

#### H. THE PLATINUM DIRECTOR

1. When a Gold Director personally-sponsors 25 distributors who advance to Director and qualify at Director pay rank for 6 consecutive months, he/she will advance to Platinum Director the following month. 2. The Platinum Director purchases Product directly from the Company at wholesale price (see current price sheet). Plus, qualified Platinum Director pay rank, receives a fifteen percent (15% BV) Rebate on personal purchases as well as a five percent (5% BV) Bonus on all orders made by any personally-sponsored Supervisor (pay rank) organizations and a ten percent (10% BV) Bonus on all orders made by any personally-sponsored ([www.mlmllegal.com](http://www.mlmllegal.com)) Manager (pay rank) organizations and a fifteen percent (15% BV) Bonus on all orders made by personally-sponsored Product Representatives.

In addition, qualified Platinum Director pay rank receives generational commissions of 5% BV on their first, second and third generation Director's (pay rank) and personal organizations, 4% BV on their 4th generation Director's (pay rank) and personal organizations, 3% BV on their 5th generation Director's (pay rank) and personal organizations and 2% BV on their 6th generation Director's (pay rank) and personal organizations.

#### I. QUALIFICATIONS FOR BONUSES (COMMISSIONS) and REBATES

1. The Bonuses (Commissions) and Rebates are calculated using a Bonus Volume figure. 2. In order for a Supervisor to receive Bonuses and Rebates, they must meet their marketing and ordering requirements of thirty (30) points of Product within one (1) calendar month, either personally and/or through their organization. 3. In order for a Director to receive Rebates and Bonuses, they must personally order 12 points of Product and a minimum total of thirty (30) points of Product within the same calendar month through their personal organization and personal purchases. Example: 30 points can be 12 personal and 18 organizational. In order for a Bronze, Silver, Gold or Platinum Director to receive Rebates and Bonuses, they must personally order 12 points of Product and a minimum total of sixty (60) points of Product within the same calendar month through their personal organization and personal purchases. Example: 60 points can be 12 personal and 48 organizational. 5. Annual fee is due during your anniversary month each year.

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RANK AND PAY RANK: When a distributor reaches a particular rank (Manager, Supervisor, Director, etc...) and

*they get paid at that level one time, they will maintain that rank as their working title within Dynamite. However, the "pay rank" or level at which the distributor receives rebates and commissions will be determined by the number of personal and/or organization points that have been purchased from the company the prior month. The pay rank will then be assigned for all commissions earned the following month. For example, in June a Director purchases 60 points, this will qualify him/her at pay rank of Director for the month of July. If the same Director only purchases 30 points in July, he will then drop to Supervisor pay rank and be paid accordingly for all personal orders and orders of his downline during the month of August.*

*ROLL UP: When a distributor becomes inactive, leaves Dynamite or is terminated, that person is removed from the organization and their downline moves up, replacing the inactive distributor's position in the organization. The sponsor of the inactive rep now becomes the sponsor of the frontline distributors of the inactive rep. This is called a Rollup.*

#### *L. QUALIFICATION FOR INCENTIVE PLANS*

*Some levels may be eligible to qualify for present and future incentive plans. Incentive plans may be added or changed by approval of the Company. See current "Business Plan" for additional bonuses available to DYNAMITE® Distributors who achieve exceptional organizational growth.*

Dynamite Marketing presents the following ([www.mlmlegal.com](http://www.mlmlegal.com)) business plan:



# BUSINESS PLAN

	How To Attain Title	Qualification For Commission At This <u>Pay Rank</u> *	Benefits Of This <u>Pay Rank</u> *	Commission At This <u>Pay Rank</u> *
<b>PRODUCT REP</b>	<ul style="list-style-type: none"> <li>·Purchase at least \$150.00 of product at wholesale cost</li> <li>·Complete application</li> <li>·Pay \$100.00 application fee</li> </ul>	<ul style="list-style-type: none"> <li>·Not eligible for commission</li> <li>·\$20.00 annual fee to remain a distributor</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> </ul>	<ul style="list-style-type: none"> <li>·None—product representatives cannot sponsor new representatives</li> </ul>
<b>MANAGER</b>	<ul style="list-style-type: none"> <li>·Purchase 40 points worth of product within two consecutive calendar months</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 5 percent rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·5 percent BV on personally-sponsored product representatives</li> <li>·No lateral commissions paid on personally-sponsored managers</li> </ul>
<b>SUPERVISOR</b>	<ul style="list-style-type: none"> <li>·From manager position, purchase 120 points worth of product within two consecutive calendar months (personally and/or with your downline)</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> <li>·30 points within one calendar month (personally and/or by your personal organization)</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 10 percent BV rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·10 percent on personally-sponsored product representatives</li> <li>·5 percent BV on personally-sponsored managers and their downlines</li> <li>·No lateral commissions paid on personally-sponsored supervisors</li> </ul>
<b>DIRECTOR</b>	<ul style="list-style-type: none"> <li>·From supervisor position, purchase 480 points worth of product within two consecutive calendar months (personally and/ or with your downline)</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> <li>·30 points within one calendar month (personally and/or by your personal organization)</li> <li>·12 points of the 30 point total must be personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 15 percent rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·15 percent BV on personally-sponsored product representatives</li> <li>·10 percent BV on personally-sponsored managers and their downlines</li> <li>·5 percent BV on all personally-sponsored supervisors and their downlines</li> </ul>
<b>BRONZE DIRECTOR</b>	<ul style="list-style-type: none"> <li>·Assist a personally sponsored distributor become a director</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> <li>·60 points within one calendar month (personally and/or by your personal organization)</li> <li>·12 points of the 60 point total must be personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 15 percent BV rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Director commissions PLUS</li> <li>·5 percent BV on personally-sponsored directors and their personal organizations</li> <li>·5 percent BV on qualified second generation directors and their personal organizations</li> <li>·5 percent BV on qualified third generation directors and their personal organizations</li> </ul>
<b>SILVER DIRECTOR</b>	<ul style="list-style-type: none"> <li>·Assist five personally sponsored directors to qualify for commissions for two consecutive months</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> <li>·60 points within one calendar month (personally and/or by your personal organization)</li> <li>·12 points of the 60 point total must be personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 15 percent BV rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Director commissions</li> <li>·Bronze commissions PLUS</li> <li>·4 percent BV qualified fourth generation directors and their personal organizations</li> </ul>
<b>GOLD DIRECTOR</b>	<ul style="list-style-type: none"> <li>·Assist 15 personally sponsored directors to qualify for commissions for two consecutive months</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> <li>·60 points within one calendar month (personally and/or by your personal organization)</li> <li>·12 points of the 60 point total must be personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 15 percent BV rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Director commissions</li> <li>·Bronze commissions</li> <li>·Silver commissions PLUS</li> <li>·3 percent BV on qualified fifth generation directors and their personal organizations</li> </ul>
<b>PLATINUM DIRECTOR</b>	<ul style="list-style-type: none"> <li>·Assist 25 personally sponsored directors to qualify for commissions for six consecutive months</li> </ul>	<ul style="list-style-type: none"> <li>·\$20.00 annual fee to remain a distributor</li> <li>·60 points within one calendar month (personally and/or by your personal organization)</li> <li>·12 points of the 60 point total must be personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Buy products at wholesale</li> <li>·Receive 15 percent BV rebate on personal purchases</li> </ul>	<ul style="list-style-type: none"> <li>·Director commissions</li> <li>·Bronze commissions</li> <li>·Silver commissions</li> <li>·Gold commissions PLUS</li> <li>·2 percent BV on qualified sixth generation directors and their personal organizations</li> </ul>

**Personally-Sponsored Representative:**

- Any representative who is personally signed up by the distributor

**Personal Organization:**

- Includes all personally-sponsored product reps, managers and supervisors and their downlines
- When a personally-sponsored rep advances to director, they and their downline are all moved from the "Personal Organization" and become a "Generation"

**Generation:**

- Formally part of a personal organization where a distributor in the tree became a director (generational director)
- Each generation contains the generational director and their entire personal organization
- Each generation contains one director, who is at the top of the generation
- Purchases made at the generation level do not help upline qualify for commissions.

**BV (Bonus Volume):**

- All commissions are figures from this number which is found in the BV column of the price list. In order to convert the BV number to dollars, take you level percentage and multiply. For example: If the BV listed for a product is 80, for one order, a manager would earn a 5 percent BV rebate of \$4 (80 x 5%), a supervisor would earn a 10% BV rebate of \$8 (80 x 10%), and a director would earn a 15% BV rebate of \$12 (80 x 15%).

\*Once a rank is attained, the title is permanent. However, the pay rank is determined for each month by the commission qualification that is met by the rep during the prior month. For example, it is possible to be a platinum director, but qualify for manager commissions and rebates.



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

NA

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