



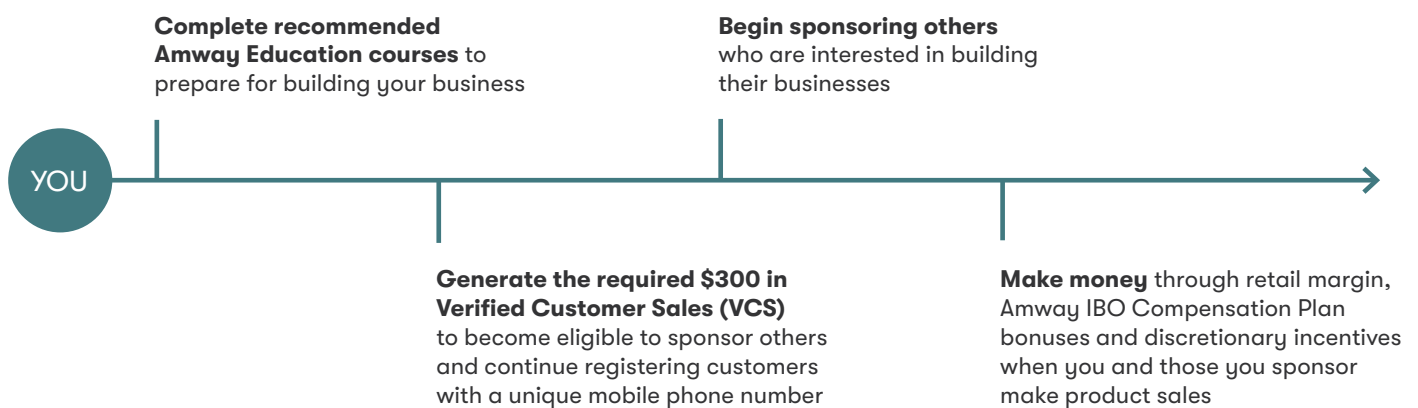
# Build Your Business

**Take it to the next level.** You have the potential to earn even more money when you sponsor others and help them sell Amway™ products.

## BUILD A TEAM

Introduce friends, customers and others who love Amway products to the Amway opportunity. Get rewarded for teaching new IBOs you sponsor to sell products while you grow your customer volume, too.

## SPONSORING JOURNEY



## LEX AND REESE'S STORY

### EXAMPLE

Lex and Reese have been business owners for several months. They have generated the required \$300 in Verified Customer Sales, registered new customers and completed the helpful training courses from Amway. Now they are ready to sponsor other business owners!

Lex and Reese sponsor some friends with passion to live better, healthier lives. These friends become downline business owners on their team. Lex and Reese coach these new downline IBOs to complete Amway's Before You Start education series, teach them to register customers, generate volume from Verified Customer Sales and earn money, just as Lex and Reese do. Soon, several of these downline business owners also build a team!



Verified Customer Sales	335 PV* (1,092 BV)**
VCS%	335/395 = 85%
Personal Use	60 PV (196 BV)**
Downline Volume	1,312 PV (4,277 BV)**
Total	1,707 PV (5,565 BV)**

Assumes each downline IBO satisfies customer sales requirement of Rule 4.12.  
 \* Does not include discretionary uplift on PV/BV from Verified Customer Sales.  
 \*\* Assumes BV to PV ratio is 3.26 to 1.

Learn the fundamentals to help you build your business. Watch quick, engaging video courses on selling and making money, products, and building and leading a team.

Visit [Amway.com/education](https://www.amway.com/education) or download the Amway Education app.

## Business Support Materials

Learn from leaders who have and continue to build successful businesses. Amway Approved Providers offer optional education, training and motivation materials to help you grow your business.

Talk to your upline to learn more.

## PERFORMANCE BONUS

The Performance Bonus can pay you a **Personal Bonus** on your customer sales and personal use volume and a **Differential Bonus** on the volume of frontline IBOs you sponsor.

In order to be bonused on full BV for the month, 70% of personal volume and downline volume must be from customer sales (excluding any personal or family use), with a minimum of 60% from Verified Customer Sales. [Learn more.](#)

**With 1,707 Group PV this month and 85% of personal volume from VCS, Lex and Reese earn a 15% Performance Bonus on 1,288 BV (1,092 BV from Verified Customer Sales + 196 BV from personal use). That's \$193.20!**

### PERFORMANCE BONUS SCHEDULE:

If your monthly PV is:	Your Monthly Performance Bonus is:
7,500 or more	25% of your BV
6,000–7,499.99	23% of your BV
4,000–5,999.99	21% of your BV
2,500–3,999.99	18% of your BV
1,500–2,499.99	15% of your BV
1,000–1,499.99	12% of your BV
600–999.99	9% of your BV
300–599.99	6% of your BV
100–299.99	3% of your BV

## DIFFERENTIAL BONUS

In addition to a Performance Bonus paid on your customer and personal volume, Amway pays a bonus on the difference between your Performance Bonus percentage and the Performance Bonus percentage of IBOs you personally sponsor. This Differential Bonus is calculated separately for each downline, based on the difference between your Performance Bonus percentage and the percentage of the downline.

To be eligible to earn Differential Bonus, IBOs below Platinum must have at least 50 PV from Verified Customer Sales OR make at least one such sale to each of 10 different customers. Refer to Rule 4.13 in the Business Reference Guide.

**Lex and Reese earn a \$397.44 Differential Bonus this month.**

DOWNLINE IBOs	PV	BV*	DIFFERENTIAL BONUS**
DOWNLINE 1	395	1,288	15% - 6% = 9% <b>\$115.92</b>
DOWNLINE 2	395	1,288	15% - 6% = 9% <b>\$115.92</b>
DOWNLINE 3	395	1,288	15% - 6% = 9% <b>\$115.92</b>
DOWNLINE 4	127	414	15% - 3% = 12% <b>\$49.68</b>
<b>1,312 PV</b>			<b>Total \$397.44</b>

\* Assumes BV to PV ratio is 3.26 to 1

\*\* Assumes each downline IBO satisfies customer sales requirement of Rule 4.12.

For the calendar year 2021, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$766 before expenses. See [www.amway.com/income-disclosure](https://www.amway.com/income-disclosure) for details. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO's sales team.

# FAST TRACK INCENTIVES\*

Earn even more money when IBOs you sponsor make customer sales. In addition to the New IBO Incentive Award for new IBOs, all business owners are eligible to earn the First Step and Balanced Sponsor Awards under the Fast Track Incentive Program up to two times. When an IBO earns the Balanced Sponsor award, they will get a second window to earn both the First Step and Balanced Sponsor award the next month, that will last through August 31, 2022. In order to qualify for the First Step and Balanced Sponsor awards a second time, they must qualify with new legs sponsored during the second window.

## Lex and Reese earn \$500 in Fast Track incentives this month.

- They earn a \$100 New IBO Incentive themselves by generating more than 100 PV from VCS.
- They help three downline business owners each earn New IBO Incentives this month. So, Lex and Reese also earn \$150 and \$250 incentives, based on their VCS.

\* Discretionary incentive. This is separate from the Amway IBO Compensation Plan and can vary from year to year.

AWARD	DESCRIPTION	REWARD
<b>New IBO Incentive</b> (available up to 3x in first six months)	Meet Growth Incentive (GI) baselines by generating 150 PV or more in a month, with 100 PV or more coming from VCS	<b>\$100</b>
<b>First Step</b> (available to all IBOs twice per year)	Help two new business owners in unique legs earn the New IBO Incentive while you meet GI baselines in that same month	<b>\$150</b>
<b>Balanced Sponsor</b> (available to all IBOs twice per year)	Help a third unique leg earn a New IBO Incentive while you meet GI baselines in that same month	<b>\$250</b>
<b>Mentor</b> (available once per frontline IBO)	Help a frontline IBO earn the Balanced Sponsor award while you meet GI baselines in that same month	<b>\$75</b>

## AVAILABLE EARNINGS

Lex and Reese can earn retail margin on customer sales right away. As their business grows stronger, they can earn a monthly bonus based on the Performance Bonus Schedule – plus Fast Track incentives!

**Your upline sponsor can help you set earning goals as you build a sustainable business.**

<b>Retail Margin:</b>	<b>\$121.33</b>
<b>Performance Bonus:</b>	<b>\$590.64</b>
<b>Fast Track Incentives:</b>	<b>\$500</b>
<b>Gross Earnings This Month:</b>	<b>\$1,211.97</b>

## QUICK REFERENCE: DEFINITIONS & REQUIREMENTS

### Point Value (PV)

Point Value is a unit amount assigned to each product. The total PV associated with your group's monthly volume is tracked to determine your Performance Bonus bracket. The higher your PV, the higher percentage (up to 25%) used in calculating your bonus.

### Business Volume (BV)

Business Volume is a dollar figure assigned to each product. The total BV associated with your monthly volume is multiplied by the percent from the Performance Bonus Schedule to determine your gross Performance Bonus.

### Verified Customer Sale (VCS)

A sale to a customer through an Amway channel, such as the Amway app, Amway website, MyShop digital storefronts or a sale from an IBO's inventory that is recorded with the Create a Receipt tool. The sale must capture the customer's name, valid and unique mobile phone number, along with the product and retail price.

### Rule 4.12 Customer Sales Requirement

To earn a bonus on full BV for the month, 70% of personal volume must be from customer sales (without any personal or family use counting toward the 70% requirement). This will be measured by a minimum of 60% needing to come from Verified Customer Sales. When automated tracking of Rule 4.12 begins (planned for later in 2022), the 60% VCS requirement must be met. If total monthly personal volume does not meet the requirement, BV will be prorated accordingly. [Learn more.](#)

### Upline

The IBO who sponsors you and the sponsors of business owners higher in the Line of Sponsorship.

For the calendar year 2021, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$766 before expenses. See [www.amway.com/income-disclosure](http://www.amway.com/income-disclosure) for details. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO's sales team.

Following are the approximate percentages of U.S. registered IBOs who achieved the illustrated results in the calendar year 2021: New IBO Incentive 12.54%; First Step Award 1.26%; Balanced Sponsor Award 0.65%; Mentor Award 0.29%; Silver Producer Month 0.696%.

### Frontline

IBOs you personally sponsor.

### Downline

All IBOs below you in the Line of Sponsorship, including everyone an IBO personally sponsors and everyone below them.

### Group Volume

Group Volume includes Personal Volume plus volume passed up from IBOs you personally sponsor who are not at 25% that month.

- Width: Personally sponsored IBOs or frontline
- Depth: IBOs in the downline for each frontline

### Silver Producer Month

Earn a Silver Producer month when you achieve one of the following or a combination of all three:

- 7,500 Group PV, or
- 2,500 Group PV over a qualified 25% Leg, or
- Two qualified 25% Legs in the same month

### IBO Fiscal Year (FY)

September 1 to August 31, also known as IBO Performance Year.

### Performance Bonus Schedule

Amway IBO Compensation Plan bonuses can be earned each month based on your PV and BV. Total PV determines your Performance Bonus level; total BV is multiplied by this percent to determine your gross Performance Bonus.