

NEW CONSULTANT ONBOARDING

BOOK 1

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1.1

NEW CONSULTANT ONBOARDING - ORIENTATION

Dear New Consultant,

Welcome to **gemstra**! We want to make sure that you get off to the best possible start in your new **gemstra** business. The following onboarding orientation will equip you with everything you need to be successful. Set a date and time when you know you will have uninterrupted time to go through each section of your onboarding orientation.

Date_____ Time _____

Read through each section carefully and complete the Call To Action (CTA) at the end of each section. Completing your CTAs will not only make learning fun, you will experience success more quickly.

After completing each section, or several sections at a time, review each of your CTAs with your Sponsor. Your commitment to do this will result in a strategic plan for your new business.

The most exciting result of your onboarding experience will be understanding the basic fundamentals of growing your own direct sales business.

1.2

NEW CONSULTANT ONBOARDING - CHECKLIST

Prepare to Learn

Gather your tools:



Notepaper, Pen and Cell Phone



"TO DO" List



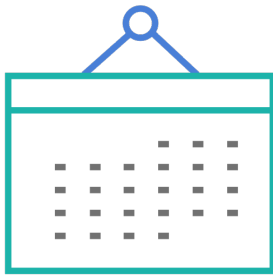
Cup of Tea or your favorite beverage



Worksheets

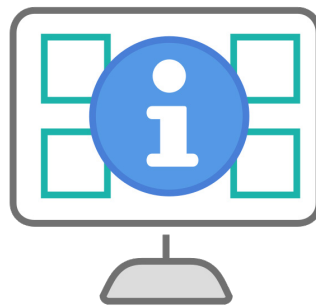
NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 2



STEP 1

Schedule a date and time to review your CTAs with your Sponsor



STEP 2

Choose three (3) favorite products and learn everything about them.



STEP 3

Explain to three (3) people how as a **gemstra** Consultant you choose the partner brands that you want to showcase in your online boutique.

It is hard to know everything about all the partner brands and the products that they offer. Choose three (3) brands then choose three (3) products and learn the details about them. Continue this process until you know everything about each product that you plan to offer in your boutique.

YOUR BACK OFFICE

2.1

YOUR ONLINE WORKPLACE

Your Backoffice is where you will create your Virtual Parties, order your personal products and track your sales, sponsoring and personal achievements.

Start each day by checking your Backoffice early in the morning. In your Backoffice, you will find your personal activity updates, company announcements, training, marketing tools and special Consultant-only offers. You will also find posted events, including in-person training opportunities and weekly training call details. The only thing that will make your workplace more inviting, is to make it your own! Take a minute to personalize your online profile.

2.2

PERSONALIZE YOUR PROFILE

Personalizing your profile is a perfect way to express who you are to your customers. Make your profile fun and reflective of your personality.

STEP 1

Familiarize yourself with all the tools under the MY ACCOUNT drop down menu.

STEP 2

Edit your personal profile by:

1. Uploading your picture
2. Tell your story in the ABOUT ME section. Don't know what to say?

STEP 3

Start by answering these three questions:

1. Why did you join **gemstra**?
2. What do you love about **gemstra**/ partner brands?
3. Why your Virtual Parties are fun!

The screenshot shows a web browser window with a profile editing form. The form is divided into several sections:

- Header:** A light blue bar with a search bar and three dots on the right.
- Consultant ID Section:** A box containing a circular profile picture placeholder, the text "Your Consultant ID: 123456", and four input fields with the following text: "Suzy", "Q", "Suzy@email.com", and "123-456-7890".
- Social Networks Section:** A box titled "Connect Your Social Networks" with three input fields labeled "Facebook", "Twitter", and "Pinterest".
- Social Link Section:** A light blue bar with the text "Your Social Link: gemstra.com/" followed by a long input field.
- About Me Section:** A box with the title "About Me" and a text area containing a sample testimonial: "Thank you for visiting my website! I love being a gemstra Consultant! I joined this amazing company to add some fun to my life, and share my love for high quality fragrant products and beautiful jewelry. I promise your Virtual Party will be fun and interactive as you and your friends experience our fabulous product line. Let's get together soon and reveal your jewel online!".
- Product Showcase:** Four small images of Gemstra products (candles, oils, etc.) arranged in a 2x2 grid.

Here's a quick example

"Thank you for visiting my website! I love being a Gemstra Consultant! I joined this amazing company to add some fun to my life, and earn some extra money for my family and household. I love that you can shop from multiple partner brands and get all the products that you need in one (1) checkout. I promise your Virtual Party will be fun and interactive as your friends experience our fabulous partner brands in my online boutique. Let's talk and set your Virtual Party date so your friends can experience my boutique in Gemstra!"

2.3

COMMISSIONS

Payout / Pay Days /Personal Commission

All commissions are paid directly to your e-wallet card called Paylution.

Payout

Note: the Paylution card is not a part of your Virtual Kit. Once you earn on your first commissions you'll be sent an email with instructions on setting up your free Paylution account. You can register to receive a card in the mail, or to keep your account online only.

Pay Days

Your earnings are transferred to your Paylution account twice each calendar month. Earnings generated in the first half of the month (1st through 15th) are processed as account credit immediately and any amounts not used as store credits are transferred to Paylution within 5 business days after the 15th of each month. Earnings from sales in the second half of the month (16th through the last day of the month) are processed within 5 business days after the calendar month-end and transferred to Paylution within 5 business days of processing. Cancelled, returned and refunded orders will be processed in the calendar month they are received. Your account will be credited in the next pay period. [Effective 8/1/2017; Earnings generated in the first half of the month \(1st through 15th\) will be transferred to Paylution by the 25th of the month. Earnings from sales in the second half of the month \(16th through the last day of the month\) will be transferred to Paylution on the 10th of the month. If any of these days fall on the weekend the earnings will be transferred the Friday before.](#)



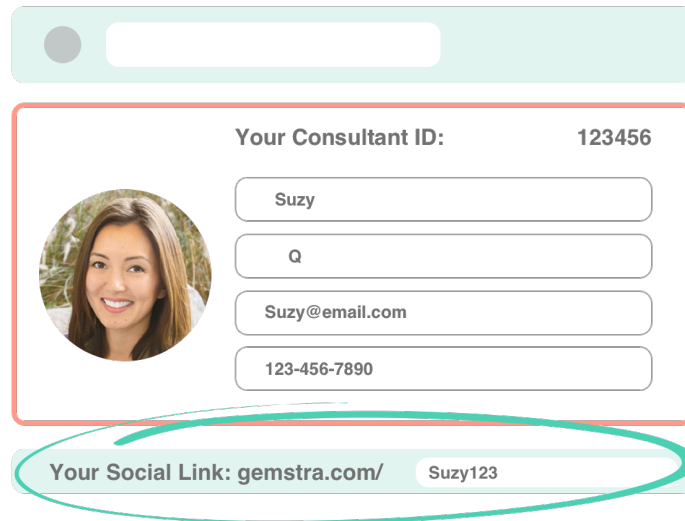
2.4

REPLICATED SITE

Your replicated website address is your social link to business.

Edit Your Website Address:

When you first join **gemstra**, your Consultant ID will automatically be set as your website address. Edit your replicated website address to reflect your personality and excitement for your new business. For example: www.gemstra.com/suzy123



Your Consultant ID: 123456

Name: Suzy

Nickname: Q

Email: Suzy@email.com

Phone: 123-456-7890

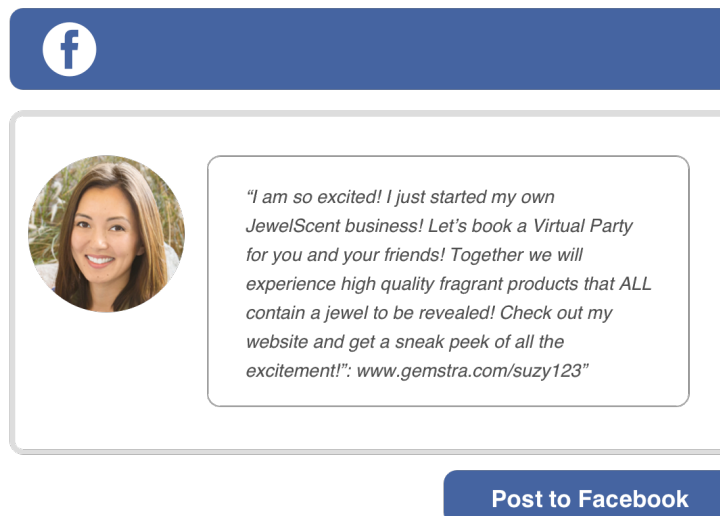
Your Social Link: gemstra.com/ Suzy123

Post Socially:

Announce your new **gemstra** business by POSTING on your personal Facebook page.

Here's an example of what you could say:

"I am so excited! I just started my own Gemstra business! Let's book a Virtual Party for you and your friends! Together we will be able to experience high quality products from our partner brands that I love! Check out my website and get a sneak peek of all the excitement!" www.Gemstra.com/suzy123"



f

Profile Picture: [Image of a woman]

Post Text: "I am so excited! I just started my own JewelScent business! Let's book a Virtual Party for you and your friends! Together we will experience high quality fragrant products that ALL contain a jewel to be revealed! Check out my website and get a sneak peek of all the excitement!": www.gemstra.com/suzy123"

Post to Facebook

2.5

GET SOCIAL

Connect your **gemstra** business to the media channels of today's social communities. Offer Virtual Parties, products and invitations to join your Team through the various Social networking channels.



INSTAGRAM



FACEBOOK



TWITTER




PINTEREST

2.6

DIGITAL SIGNATURE/BUSINESS CARD

Next, create your digital signature/business card. This will allow you to grow your business quickly and easily by sharing your social link/replicated website with all your contacts. To share your digital business card, once you've added your new contact to your phone, scroll to your digital business card (we recommend adding an asterisk to the beginning of the contact name so it'll be at the top) tap on it, and select share contact. This will now send all the info in your digital business card directly to your new contacts in your phone!

Digital Business Card	
	Suzy
	Q
	JewelScent
phone >	123-456-7890
email >	suzyq@email.com
website >	gemstra.com/suzyq123

Be sure to include the following information in your **gemstra** smart phone contact:

1. Name
2. Company
3. Social link/replicated website address
4. Message in the notes section
5. Picture – The picture could be of you, or an image of your favorite product

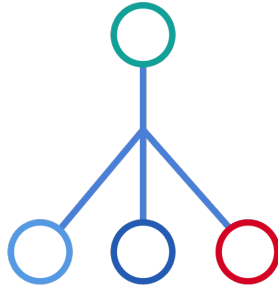
NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 3



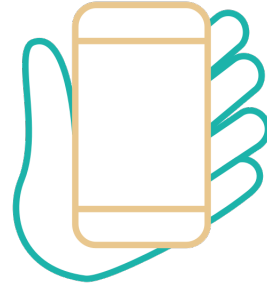
STEP 1

Setup your personal profile



STEP 2

Connect your New **gemstra** Business on all social media channels



STEP 3

Create your digital business card

3.0

VIRTUAL PARTIES

THE KEY TO YOUR SUCCESS

Everything you need to do to grow a successful business can be done through a Virtual Party. It's your "All-in-One" business activity. At a Virtual Party you sell product, meet new customers and book future Virtual Parties. It's an opportunity to identify your next New Consultant, train your team, and build relationships. Holding Virtual Parties consistently will increase your business skills and customer service confidence. Your first Virtual Party can be hosted by you, a family member or friend. By hosting your own Virtual Party, you'll learn firsthand what a Host does to prepare for a successful Virtual Party. Virtual Parties can be booked across the nation, because they're fun and easy to host and attend!

The TOP 5 Reasons Gemstra Virtual Parties are Awesome!

NO Cleaning!

You don't need to clean your house.

NO Cooking!

You don't have to cook or prepare food and beverages.

NO Babysitter!

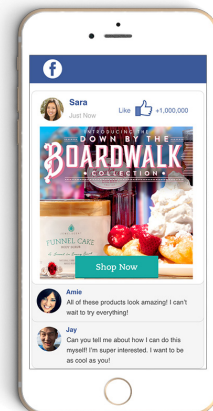
You don't need to find a babysitter, the kids are in the next room!

NO Traveling!

Friends and Family live out of state? No problem! They can enjoy the party from the comfort of their own home, in their time zone!

NO Problems!

Everyone will want to Host a Virtual Party? No problem! You can have multiple parties running simultaneously!



Virtual Parties are fun! They're easy to host and attend! When in doubt...about anything in your business...book and hold a Virtual Party! Nine out of ten times, you will walk away refreshed, excited and with money in your wallet.

3.1

SETUP YOUR FIRST VIRTUAL PARTY

It's easy to launch your **gemstra** business! You can set up your first Virtual Party in less than five (5) minutes.

At a Virtual Party you sell product, meet new customers and book future Virtual Parties. It's an opportunity to identify your next New Consultant, train your team, and build relationships. Holding Virtual Parties consistently will increase your business skills and customer service confidence. Your first Virtual Party can be hosted by you, a family member or friend. By hosting your own Virtual Party you'll learn firsthand what each of your Hosts does to prepare for a successful Virtual Party. Virtual Parties can be booked across the nation, because they're fun and easy to host and attend!



It's as easy as following these four (4) steps to launch your first Virtual Party!

1

Set The Date

2

Create the
Event

3

Invite
Friends

4

Post
Welcome
Message

1. SET THE DATE

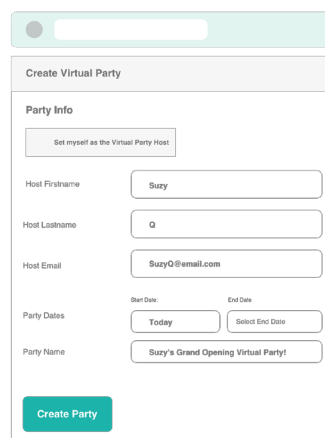
From the Backoffice ACCOUNT tab click on the 'Create a Virtual Party' link.

Set the date and enter details: Complete the form by entering all of the party information on this page. Enter the first name, last name, and email address of the Host (or your name if you are the Host). Select a start date (orders will not count towards the party until this date) and an end date. Your Virtual Party can be set for ninety (90) minutes, five (5) days, ten (10) days or the maximum duration of fifteen (15) days. Enter a name for the party that guests will see when they shop via the Virtual Party.

Don't wait!

Set the start date for today! You'll be hosting the Virtual Party 100% online so you do not need to wait for your Starter Kit to arrive. Get the party started!

Once a party is created, the Host will receive an email with the Virtual Party link and your consultant information. A temporary account and password will be generated for Hosts that do not already have a **gemstra** member account. Guests who visit the link will be asked to sign a guestbook with their email. Any orders placed by the guest during the duration of the Virtual Party will count toward the party. (Orders must be placed while the party is open.) The Host will receive a daily email with status updates on the party orders.

A screenshot of a web form titled "Create Virtual Party". The form is divided into sections. The first section is "Party Info" and contains a button "Set myself as the Virtual Party Host". Below this are input fields for "Host Firstname" (filled with "Suzy"), "Host Lastname" (filled with "Q"), and "Host Email" (filled with "SuzyQ@email.com"). There are also fields for "Party Dates" with "Start Date" set to "Today" and "End Date" set to "Select End Date". The "Party Name" field is filled with "Suzy's Grand Opening Virtual Party!". At the bottom of the form is a green button labeled "Create Party".

2. CREATE A FACEBOOK EVENT

Using your personal Facebook account, include the Virtual Party link so friends can easily click-to-shop and their orders will be applied to the party.

Use the following support tools as your Virtual Party insurance:

90 Minute Virtual Party

An outline of posts for a short VP

14 Day Virtual Party Outline

A post by post outline for each day of your VP

Virtual Party Training Video

3. INVITE FRIENDS

A FRANKS list is a quick and easy way to think of people in the various parts of your life. Use your FRANKS List and your Facebook friends to create your personal guest list. You'll want to be strategic about who you invite – personally invite 10-50 guests so they feel appreciated, valued and honored to attend.

F R A N K S

Friends Relatives Acquaintances Neighbors Kid's Parents Social Media

4. POST WELCOME MESSAGE

Welcome Post

Hello :) I'm _____, an Independent **gemstra** Consultant.


(Insert your I story here - 1-2 sentences)


[picture of yourself]

Thank you for joining us for a fun online party. First, please sign-in to my guest book for your free membership here: [www.gemstra.com/\(your replicated website\)](http://www.gemstra.com/(your replicated website))


Signing the guest book will insure that you'll be included in any gift giveaways or any samples that I offer along the way!

I'll be available to answer questions regarding products, partner brands, hosting your own Virtual Party, or maybe even how to join my team!




**Sara**

Welcome to (Host name)'s JewelScent Party!
JewelScent home fragrances and body care products combine high-quality scents with a unique experience. Within each JewelScent candle, soap, scrub, wax tart, body creme and aroma beads, you will discover a hidden jewel valued between \$15 and \$100 OR a Golden Token that will be redeemed for jewelry with an appraisal value between \$100 and \$7,500! Our exclusive products and lucrative consultant program are also perfect for helping you realize your dreams of a flexible and rewarding home-business!"

**Amie**

Thanks for inviting me Sara! Your party is going to be amazing! :)


Just Now Like  +1,000,000


Introduction Post

Welcome to (Host name)'s Virtual **gemstra** Party showcasing (partner brand names)!

gemstra is the platform where our selected partner brands are featured. I have chosen these partner brands to share with you (A, B and C) all of their products will be available in my boutique. You'll experience firsthand the convenience of shopping from my boutique as you select products from the different partner brands that will be showcased.

Our lucrative consultant program and exclusive products are also perfect for helping you realize your dreams of a flexible and rewarding home business!



**Sara**

Hello :) I'm _____, an Independent JewelScent Consultant.
(Insert your I story here - 1-2 sentences)
[picture of yourself]

Thank you for joining us for a fun online party. You will have the opportunity to receive samples of your favorite products and scents when we begin. First, please sign-in to my guest book for your free membership here: [www.jewelscent.com/\(your replicated website\)](http://www.jewelscent.com/(your replicated website))

I'll be available to answer questions, and you'll be able to earn prizes and gifts along the way!

3.2

HOW TO BOOK VPS

And Keep Your Calendar Full

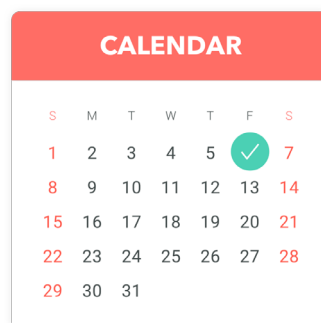
Consistently booking and holding Virtual Parties is the foundation on which you will build your business. Every Virtual Party you hold will add to your income goals and provide the opportunity for you to book additional Virtual Parties. A full calendar of Virtual Parties is where your success will always begin.

1. FIND YOUR DATES

Using this month's calendar, identify the days you are available to hold Virtual Parties each week. First, plug in all family and work commitments. This will keep your family first and quickly reveal your availability to hold Virtual Parties each week, in the convenience of your home.

Your Goal

1. Hold your Grand Opening Virtual Party, introducing your new business to friends and family.
2. Book three (3) Virtual 2 Parties to be held during your first week in business.
3. Choose a date that you will hold your monthly Mystery Host party.



2. TEXTING BLITZ

Do a "Texting Blitz" to book three (3) Virtual Parties for your first week of business.

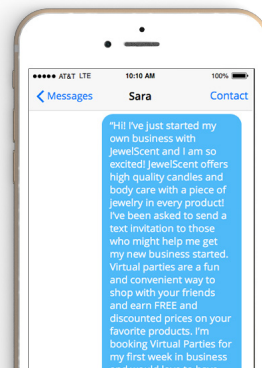
A Texting Blitz is designed to help you book Virtual Parties quickly. Cell phones have become one of the strongest forms of communication. Decisions to learn, purchase and commit are made in a matter of minutes. Every time you're looking to fill open dates in your calendar, conduct a Texting Blitz. Conducting a Texting Blitz on a regular basis will give you a new surge of business opportunities. Here is an example of a text message you can send to the contacts in your cell phone. Have fun watching the bookings come in!

Hi!

I've just started my own business with Gemstra and I am so excited! Gemstra offers a variety of partner brands with high quality products.

I've been asked to send a text invitation to those who might help me get my new business started. Virtual Parties are a fun and convenient way to shop with your friends and earn FREE products from your favorite partner brand.

I'm booking Virtual Parties for my first week in business and would to have you be one of my Hosts. All I need right now is a "YES" or "NO". If you say "YES", I'll call you later to schedule a date and time.



3. GO FOR THE NO'S!

Booking Virtual Parties can be difficult if you are not aware of the theory behind collecting “NO’s” It’s a fact that offering the opportunity to book a Virtual Party or purchase a product, most people will reject the opportunity. Having this knowledge is comforting to the business owner who knows that as soon as you get the 10th “No” ...a YES is just around the corner. The goal? Collect 100 NO’s and when you do, you have most likely booked 10 Virtual Parties!





100 “No’s” Worksheet

How many “No’s” does it take to get a “Yes”? Let’s find out! Your goal is to get 100 “No’s” in a designated time frame. Remember: the faster you collect “No’s”, the closer you are to receiving a “Yes”!

In order to start collecting your “No’s” with this worksheet, decide on what you are looking to collect “No’s” for: home-shows, online virtual parties, events and sharing the JEWELSCENT opportunity.

GOAL: 100 “No’s” in _____ week(s) / _____ day(s)
START DATE: _____ **END DATE:** _____

HS	HOMESHOW	EV	EVENT	VP	VIRTUAL PARTY	OP	OPPORTUNITY	S	SALES
1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>
6	<input type="checkbox"/>	7	<input type="checkbox"/>	8	<input type="checkbox"/>	9	<input type="checkbox"/>	10	<input type="checkbox"/>
11	<input type="checkbox"/>	12	<input type="checkbox"/>	13	<input type="checkbox"/>	14	<input type="checkbox"/>	15	<input type="checkbox"/>
16	<input type="checkbox"/>	17	<input type="checkbox"/>	18	<input type="checkbox"/>	19	<input type="checkbox"/>	20	<input type="checkbox"/>
21	<input type="checkbox"/>	22	<input type="checkbox"/>	23	<input type="checkbox"/>	24	<input type="checkbox"/>	25	<input type="checkbox"/>
26	<input type="checkbox"/>	27	<input type="checkbox"/>	28	<input type="checkbox"/>	29	<input type="checkbox"/>	30	<input type="checkbox"/>
31	<input type="checkbox"/>	32	<input type="checkbox"/>	33	<input type="checkbox"/>	34	<input type="checkbox"/>	35	<input type="checkbox"/>
36	<input type="checkbox"/>	37	<input type="checkbox"/>	38	<input type="checkbox"/>	39	<input type="checkbox"/>	40	<input type="checkbox"/>
41	<input type="checkbox"/>	42	<input type="checkbox"/>	43	<input type="checkbox"/>	44	<input type="checkbox"/>	45	<input type="checkbox"/>
46	<input type="checkbox"/>	47	<input type="checkbox"/>	48	<input type="checkbox"/>	49	<input type="checkbox"/>	50	<input type="checkbox"/>
51	<input type="checkbox"/>	52	<input type="checkbox"/>	53	<input type="checkbox"/>	54	<input type="checkbox"/>	55	<input type="checkbox"/>
56	<input type="checkbox"/>	57	<input type="checkbox"/>	58	<input type="checkbox"/>	59	<input type="checkbox"/>	60	<input type="checkbox"/>
61	<input type="checkbox"/>	62	<input type="checkbox"/>	63	<input type="checkbox"/>	64	<input type="checkbox"/>	65	<input type="checkbox"/>
66	<input type="checkbox"/>	67	<input type="checkbox"/>	68	<input type="checkbox"/>	69	<input type="checkbox"/>	70	<input type="checkbox"/>
71	<input type="checkbox"/>	72	<input type="checkbox"/>	73	<input type="checkbox"/>	74	<input type="checkbox"/>	75	<input type="checkbox"/>
76	<input type="checkbox"/>	77	<input type="checkbox"/>	78	<input type="checkbox"/>	79	<input type="checkbox"/>	80	<input type="checkbox"/>
81	<input type="checkbox"/>	82	<input type="checkbox"/>	83	<input type="checkbox"/>	84	<input type="checkbox"/>	85	<input type="checkbox"/>
86	<input type="checkbox"/>	87	<input type="checkbox"/>	88	<input type="checkbox"/>	89	<input type="checkbox"/>	90	<input type="checkbox"/>
91	<input type="checkbox"/>	92	<input type="checkbox"/>	93	<input type="checkbox"/>	94	<input type="checkbox"/>	95	<input type="checkbox"/>
96	<input type="checkbox"/>	97	<input type="checkbox"/>	98	<input type="checkbox"/>	99	<input type="checkbox"/>	100	<input type="checkbox"/>

4. EMAIL / TEXT / POST

In today’s world of mass emails, form letters and mail addressed to ‘resident’, personal invitations are a refreshing way to be invited to participate. Take the time to send personal Virtual Party invitations to your friends, family and customers. Incentivize them to RSVP and your Virtual Party will have high attendance which means more fun and the likelihood that your guests will book their own Virtual Party.

Grand Opening Invitation

An invitation to my “Grand Opening” **gemstra** Virtual Party!

I’ve started a NEW Business!

Please join me for my first **gemstra** Virtual Party!

Date:

Time:

RSVP:

Experience the beauty of the partner brands in the world **gemstra** as you shop in the convenience of your own home!

The first five (5) guests to RSVP will receive a ticket in a drawing to be held during our Virtual Party and will receive their prize in the mail!

Every ‘first time’ **gemstra** customer will receive two tickets in the drawing! I can’t wait to share these amazing partner brands with you!

(New Consultant Name)

A **gemstra** Consultant



"MYSTERY HOST" VIRTUAL PARTY

A Mystery Host Virtual Party is a lot of fun and a great way to increase your sales, bookings and identify prospective Hosts and even new Consultants that would be a great addition to your team.

As you hold weekly Virtual Parties, your goal is to book 2-3 future Virtual Parties from each one you hold. As we know, not everyone will be interested in being a Host or they may choose to experience some of the **gemstra** products first, before inviting their friends and family to attend a Virtual Party that they personally host.

As you meet those customers through the month, invite these customers to a Mystery Host Virtual Party that you host once a month...every month. By inviting these customers to your monthly Mystery Host Virtual Party, it will allow them to experience a traditional fun Virtual Party. At the end of the VP you will have a drawing with all the customers in attendance and one lucky customer will be named the Mystery Host of that Virtual Party and will receive the Host rewards earned that night!

Imagine the excitement and anticipation! This is a fun way to energize your business and treat your customers to an opportunity to receive FREE products from their favorite partner brands in **gemstra**.

Be sure to also carry some invitations to hand out to people you meet when you are "out and about" in your busy day. See the invitation example below.

Please join me for a FUN Mystery Host
Virtual Party with
gemstra

Date:
Time:
RSVP:

As you shop our wonderful products, you will be entered into a drawing and YOU may be named the "Mystery Host" that night, receiving all the Host benefits!



STANDARD INVITATION

VIRTUAL PARTY SAMPLE

You're invited to my Gemstra Virtual Party!

Date:

Time:

RSVP:

Join me for a fun experience with Gemstra! Selected partner brands featuring exclusive

My first five (5) guests to RSVP will receive a ticket in a drawing to be held during our Virtual Party and will receive their prize in the mail!

My 'first time' **gemstra** guest will receive two tickets in the drawing!

I can't wait to share this fun Virtual Party with you!

Your Gemstra Consultant: (name and contact information) _____

3.3

HOST COACHING

Host Coaching is your insurance for a successful and fun Virtual Party. The most important part of preparing for a Virtual Party is coaching your Host for the role they play in their Virtual Party. Connect with your Host several times before their Virtual Party to set expectations and get them excited about hosting!

1. Give your Host specific action steps:

Personalize the invitations to each of their guests

Ask them to invite 10-50 guests. The goal is to make each guest feel special and part of a small group of friends they have chosen to attend their **gemstra** Virtual Party. *Offer your Host an incentive to have a specific # of RSVP and attendees (10-50).

Encourage your Hosts to share the Virtual Party link on their personal Facebook page and, send an email to family and friends that might not be on their Facebook page.

Ask them to tell their guest that "On the first day (Consultant name) is going to share with everyone what partner brands will be featured during the Virtual Party and some fun ways they can participate to earn different giveaways.

Ask your Host to personally reach out to each invited guest to confirm their attendance by assuring they have selected either "YES" or "MAYBE". This will allow the guests to see all of your posts.

Remind your Host to follow up with each invited guests 2 days prior to the Virtual Party via Facebook and text. For example: "My Virtual Party starts in 2 days and I'm so excited to share **gemstra** and the selected partner brands with you!"

2. Three (3) outside orders

Coach your Host on how to collect orders from guests who may not be able to attend. Offer to follow up with each person who cannot attend and answer any questions they might have about **gemstra** or any of the partner brands. Check to see if there's anything they'd like to order and be prepared to share three (3) of your favorite products/best sellers.

3. FREE Items

Help your Host identify the FREE items they would like to receive from their Virtual Party and together you can work towards those goals.

THE DAY OF THE VIRTUAL PARTY

Follow up with your Host the day of – sharing how excited you are about them seeing and experiencing **gemstra** and our partner brands first hand. Remind them that if their guests want any samples/ giveaways they need to be signed in at the beginning of the Virtual Party.

During the Virtual Party

Ask your Host to be prepared to candidly share their enthusiasm for **gemstra** and the partner brands during their Virtual Party. Their enthusiasm is sure to influence sales and bookings when the guests hear the Host being so excited and passionate about all that **gemstra** has to offer.

Book Two New Hosts

Plant booking and sponsoring seeds during the Host Coaching sessions, again in your welcome post and in-between your product posts.

Identify One New Consultant

During the Virtual Party, share your interest in adding New Consultants to your Team. Your next New Consultant could be one of your new Hosts and/or one of their guests.

After the Virtual Party Follow Up

After the Virtual Party, follow up with EACH guest and offer them another opportunity to be a Host or hear more about starting their own **gemstra** business. Many bookings and sponsoring have come from following up with each guest after they attended a Virtual Party! The success of your future business is truly in your follow up!

First Time Host

Make sure to send your First-time Hosts information on the partner brands that you have selected to showcase in your boutique. Be sure to include a list of some of your favorite products and why. Your First-time Hosts will invite their Virtual Party guests with more excitement as they share their love and excitement for **gemstra** and the partner brands.

Host Coaching is the most important part of holding Virtual Parties. The more Virtual Parties you hold, the better you will become at Host Coaching. And when your Host knows you are partnering with them to have the best Virtual Party ever, they will encourage their guests to book their own Virtual Party.

Fix VP The Host Program

Hosting a Virtual Party is easy, fun and rewarding for both the Host and you. Your Host can earn Reward Points for each Virtual Party you host that generates three (3) or more orders and \$150 in sales plus Half-Off items. The Reward Points are calculated when orders are placed. Your Host can use the Reward Points towards purchasing more amazing products or in our exclusive Vault! The Vault is a collection of gifts that the JewelScent team has curated especially for VIPs like you and your Hosts. To redeem a gift, simply add it to your cart and your points will be applied at checkout. Items are subject to availability and change. And best of all

– you will also earn bonus Reward Points based on how successful your Host's party is!

When you self-Host, you will double dip the benefits! In addition to the cash commissions earned on the product sold, when you're the Host, you'll be able to earn Reward Points. You can use the Reward Points to purchase items from any partner brand. Use these items as a booking incentive for your next Virtual Party.

Success Tip

We suggest you host your first Virtual Party and a minimum of one self-Hosted Virtual Party every month. This allows you to reap the rewards of both the commissions and the Host Program! You can use your Reward Points to build your collection of product samples to generate new business and additional booking

Host BINGO

Playing Host BINGO just adds to the fun of hosting a [gemstra](#) Virtual Party. Review the Host BINGO sheet with your Host during your Host Coaching.

After you have held your first Virtual Party, invite friends and family to host their own Virtual Party! They can reap the rewards of the Host program and possibly be your next team member!

3.4

HOW TO HOST VPS

Holding Virtual Parties are fun and easy to conduct when you follow these 5 simple steps:

1. Post a Welcome Message that includes the Virtual Party Details:

The Virtual Party is online only.
Orders will ship directly to the customer.
You will help them find their favorite scented product.

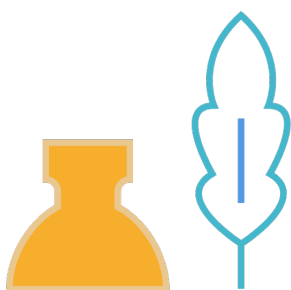
2. One (1) Hour before the start of your Virtual Party:

Post a Roll Call an hour before the party starts and ask the guests to LIKE the post if they will be joining the party.

Ask the guests to share how they know the Host in the comments section. This may give you insight on who might be interested in booking a party and who might be interested in starting a business.

START THE VIRTUAL PARTY

Welcome everyone to the Virtual Party



STEP 1

Introduce yourself and share your "I" story in the Virtual Party.



STEP 2

Thank your Host for having the Virtual Party and invite the guests to experience [gemstra](#)/partner brands.



STEP 3

Invite the guests to interact and participate in the Virtual Party.

Check in on your Party

If a Host doesn't see many orders coming in, they may get discouraged and give up. Be sure you're paying attention and checking in regularly, giving them tips and posts, to draw their guests into the party. It's important to guide, lead and encourage them during the event... Be available to answer any questions.

Be Present

Be sure to join in and share your knowledge of the product and helpful tips. (i.e.: How to use our products in different ways). You'll be a big part of generating the excitement with all that you share during the event. By doing so, you will quickly build relationships through the interaction you will have with them. This will also lead to increased opportunities to get additional bookings and to share the **gemstra** income opportunity.

Send Samples (if you have products to do so)

Everyone likes free samples! This also gives you a chance to collect their information (email/home addresses and phone number) so you can follow up after the party. Remember how important a personal touch is! ALWAYS follow up with all participants to hear their reactions to the different products.

It's so important to provide any/all information on all of the partner brands that are featured in your boutique. In order for customers to feel comfortable and want to shop from you, they need to know that you are there to assist them during the party.

Ask Me Questions

"Learn all about **gemstra** - Ask Me a Question" - Give points to everyone who asks you a question about **gemstra** or one of the partner brands. The guest with the most points WINS (the Prize)! This is another good way to identify future Hosts and prospective New Consultants.

Sign Guestbook

Encourage guests to sign the guestbook for a prize (x) number of guests have signed in to be eligible.

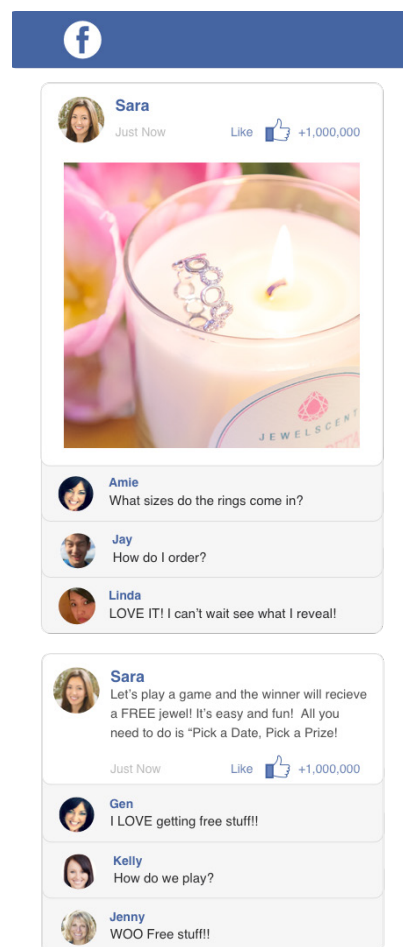
Post Wishlist

Post the Host's wish list so their guests know what the Host wants to earn from their Virtual Party. Update the Virtual Party order status so they will know what the Host still needs to get to the next level. This will help to keep the Virtual Party exciting and interactive. Personally, thank each guest for their order.

Pick a Date

"Pick a Date, Pick a Prize" - Take a picture of 3-5 envelopes with your next available open dates on them. Inside the envelope write what they'll receive from you - when they book their Virtual Party on that date. Post a picture or video of what they picked as you reveal the prize to all the other guests.

Giveaways



Have at least 1-3 during the duration of the Virtual Party. Explain that the more interaction you get, the more you give away. *Remember these giveaways are fun things to help you to interact with your guest.

Follow Up

When you have giveaways, generate a private message to their winner to get their information; follow up and engage them in a chat; you never know, they might be your next Host or New Consultant!

DURING THE VIRTUAL PARTY

During the Virtual Party talk about a different products, brands and items you love each day (if you're hosting a 90-minute Virtual Party, you want to post something every 5-10 minutes).

Make your posts personal

Use photos of your kids, pets, or the decor of your home. This helps the guests to know you better and it adds to the FUN.

Get New Bookings!

Don't let the party close without getting at least two (2) NEW bookings!

Follow up, follow up, follow up!

Everyone that came to the party, everyone that placed an outside order and your Host.



HOME PARTY WORKSHEET

Host: _____

Phone: _____ Email: _____

Date of Show: _____ Time of Show: _____

Attendance#: _____

Total Party Sales: _____ Members Added: _____ New Prospects: _____

Additional Bookings: _____

EASY WAYS TO MAKE SURE YOU GET THEIR WISH LIST OF ITEMS FILLED!

INVITES - Over invite, but don't just invite everyone

Using the FRANKS list, will help your Host personalize each invitation so their guests are committed to attending. Tell your Host to ask each of their guests to invite a friend to the Virtual Party too! (Maybe the one that invites the guest farthest away wins a ticket).

COLLECT - Everybody is a customer

Collect email addresses of those who are attending and those unable to attend in order to follow up after the Virtual Party. Send your link to all the guests that were unable to attend.

DON'T FORGET A FRIENDLY FOLLOW UP

Let's face it, people are busy, and they forget. Make sure to send a reminder text or phone call a few days before your show. Keep track of who's coming...and get orders from those who aren't.

KEEP IT SIMPLE AND HAVE FUN WITH YOUR GUESTS!

☐ Send invitation by date: _____

☐ Make follow-up calls by: _____

☐ Request RSVPs by date: _____

Remind guests to bring a friend, if they bring a friend that makes a purchase, they will be entered into a special drawing for (whatever you choose it to be).

☐ Send a Thank You Note: _____

3.5

VIRTUAL PARTY OBSERVATIONS

You observe me, and then I'll observe you!

Virtual Party observations are great on-the-job training opportunities! When a New Consultant observes the Sponsor's Virtual Party before holding their own, they learn firsthand how to create the Virtual Party, how to present and sell products and how to then invite others to join their team. They will also learn that the best place to book their next Virtual Parties is in a Virtual Party.

When a Sponsor observes the New Consultant's Virtual Party, they can complement them on what they did well and what they can do to make their future Virtual Parties more successful.

The goal of every Virtual Party is to make it fun and enjoyable for the Host and their guests.

3.6

ESTIMATED VIRTUAL PARTY EARNINGS TABLE

As a business owner, it's important to have a standard formula to calculate potential earnings for you and your organization. Two simple components are needed:

1. The number of Virtual Parties needed
2. Your sales goal - Knowing how to calculate Virtual Party earnings will also help you explain **gemstra's** earning potential to a prospective New Consultant.

What will YOUR 8 Virtual Parties pay you?

<p>If you want to earn:</p> <p>\$805/mo</p> <p><i>Here's how to achieve it:</i></p>	<p>If you want to earn:</p> <p>\$1225/mo</p> <p><i>Here's how to achieve it:</i></p>	<p>If you want to earn:</p> <p>\$1785/mo</p> <p><i>Here's how to achieve it:</i></p>
8 Virtual Parties (min \$250 in sales)	8 Virtual Parties (min \$400 in sales)	8 Virtual Parties (min \$600 in sales)
2000 PQV (from your VP's)	3200 PQV (min \$250 in sales)	4800 PQV (min \$250 in sales)
300 PQV (Personal purchases and/or 1:1 sales)	300 PQV (Personal purchases and/or 1:1 sales)	300 PQV (Personal purchases and/or 1:1 sales)
= 15% PV Bonus Level 3 (PVB of 2000+ PQV)	= 15% PV Bonus Level 3 (PVB of 2000+ PQV)	= 15% PV Bonus Level 3 (PVB of 2000+ PQV)

THREE (3) PARTS TO YOUR GEMSTRA BUSINESS SUCCESS

Virtual Parties

Hold Virtual Parties every week, self and customer hosted

Share Product

Sell product everywhere you go, sharing [gemstra](#) and the product brands with everyone you talk to

Sponsoring

Sponsor New Consultants and add to your team every month

3.7

TIPS TO KEEP YOU SANE

and your Virtual Parties running smoothly!

It's not about being perfect or being organized, it's about finding a "method to the madness". To keep your Virtual Parties running smoothly and your income earnings consistent follow these two (2) easy steps:

Use the Virtual Party Guides located in your Backoffice.

Not sure what to post? We took the hard part and put it into an easy to download guide. Have a [gemstra](#)/Virtual Party folder on your laptop, tablet and smartphone so you can post wherever you are, whenever you need to. So even if you have multiple Virtual Parties going on at the same time - following the same format is easy.

Time it

If you are posting at the same time, every day and not getting any interaction, CHANGE THE TIME YOU POST!

Schedule your posts & alerts in your phone ahead of time.

This will allow you more time to interact with your guests during the party. CinchShare/Tiny Torch/ other auto poster - These are amazing tools, and a great time saver!

Schedule the following alerts in your phone or on your computer calendar to remind you to: Host Coach, follow up with guests, follow up after sample/prize sent, follow up after purchase.

NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 4



STEP 1

Schedule: Your Grand Opening Virtual Party and your monthly Mystery Host Virtual Party



STEP 2

Book Three (3) Virtual Parties for your first week in business by doing a Texting Blitz



STEP 3

Host Coach your first three (3) Hosts



STEP 4

Observe a Virtual Party using your Virtual Party observation sheet



STEP 5

Within your first 30 days hold one (1) successful Virtual Party = three (3) orders and \$150 in Sales

SPONSORING

BUILDING YOUR ORGANIZATION AND GROWING YOUR INCOME

Sponsoring is a vital part of growing a long lasting direct sales business. As you enjoy holding Virtual Parties, meeting new customers, and providing excellent customer service, you'll find that offering the **gemstra** income opportunity will become a natural part of your everyday business conversations.

4.1

WHY SPONSOR?

When you experience the income, freedom and flexibility of owning your own business, you'll find yourself offering the opportunity for others to do the same. Sponsoring is a natural part of growing your business and building your organization. There are benefits and rewards for both the Sponsor and the New Consultant who choose to share the **gemstra** opportunity!

The benefits for the prospect!



The opportunity
to own your
own business



Exciting
incentives and
recognition for
building your
business



Professional
Home Office
support and
business
training



A flexible,
family friendly
schedule



Unlimited
earning
potential



The finest
quality products



Career
advancement



Personal and
professional
growth

gemstra

SPONSORING

WHAT IS SPONSORING?

Sponsoring is the act of offering another person the opportunity to build their own **gemstra** business.

Sponsoring is a gift. A gift of independence. You can choose to work your business full or part time depending on the income you want to bring to your household.

Sponsoring can allow them self-discovery of talents that someone may have never known they had. Sponsoring is friendships, fellowship and being part of something bigger than yourself.

Sponsoring is the opportunity to change someone's standard of living.

Sponsoring is the life of your business.

Sponsoring is the future of your income.

Sponsoring is FUN! You'll enjoy watching your new Consultants discover their talents, added income and the start of a bright business future with **gemstra**!

WHY SPONSOR?

Why not!? Someone offered you the gift of sponsoring, pay it forward and make a difference in someone's life. Introduce them to the fun and rewards of running a virtual business in the convenience of their own home!

Build a Team! The only thing that makes owning your own **gemstra** business more fun is doing it with a team! Offer the income opportunity to everyone you meet! It's easy to get started and support is all around you.

Before you know it, you will have a team of Consultants and an added avenue of income for your family.

RANK ADVANCEMENT

With every level achieved, you will enjoy increased income opportunities and perks of leadership.

REWARDS AND RECOGNITION

As you Sponsor and build a team, you will receive rewards and recognition for your personal achievements and your team's performance.

BUILD YOUR TEAM AND THE GEMSTRA BRAND ACROSS THE NATION

As a **gemstra** Consultant, you can sponsor new Consultants nationwide! Think of the people you know that live in other parts of the country, offer them the opportunity to sell multiple partner brands under the **gemstra** platform in their community. Imagine the fun you would have growing your virtual business together and meeting up once a year at our Gem Conference. What if one of your business goals was to have a Consultant in every state!? The more **gemstra** Consultants we have, the more product we get into more homes and businesses, the faster you and your team build your business.

Why sponsor? Because no matter how successful you are in your personal business, you can never do the work of a team. Teamwork is fun and rewarding.

WHO DO YOU SPONSOR?

Everyone and anyone! Holding a Virtual Party is fun and easy, and everyone can use some extra income.... a little or a lot. So, everyone is a potential **gemstra** Consultant.

WHEN TO SPONSOR?

1. When you're out and about:

Start the conversation with a compliment or an observation. For instance, let's say you're in line at the grocery store and you notice the woman in front of you is buying a product that you sell in your boutique. (Example: she is wearing jewelry and JewelScent is one of your partner brands). You may say something like this: "I love your jewelry! I'm a jewelry lover too! Have you ever heard of JewelScent a partner brand in **gemstra**? **gemstra** is a business that offers multiple partner brands and one of the partner brands is JewelScent where there is a piece of jewelry in every product they sell! (Their reaction) JewelScent sells high quality fragrant candles and body care products, that have a hidden jewel valued between \$15 and \$100 OR a Golden Token that will be redeemed for jewelry with an appraisal value between \$100 and \$7,500.

2. During your Virtual Party:

In your opening remarks of your Virtual Party state the following: "I have three (3) opportunities for you today/tonight..."

Shop/purchase from selected partner brands in my boutique.

Host your own Virtual Party - Tell your friends to meet you online in the convenience of their home, for some great shopping of delightful products!

Join **gemstra** and start your own business holding Virtual Parties everyday with your friends and family!

3. Online:

Promote your business on the various forms of Social Media. Email customers, friends and family our product line, promotions and new releases/launches. The key to your success is to keep your name and your products in front of everyone you know and meet.

HOW TO SPONSOR?

Be Prepared!

Wear product from your partner brands in order to advertise what you sell. Think of yourself as a walking advertisement or billboard for your boutique. Carry your **gemstra** tote bag filled with: business cards, **gemstra** Opportunity Brochures, samples, etc. Start the conversation with a compliment or observation.

Offer our Three (3) **gemstra** opportunities to everyone you meet, in the follow order:

1. Start with the opportunity to be a **gemstra** Consultant and joining your team.

If they say no,

2. Offer the Host opportunity so they can earn fix vp Reward Points and redeem them for FREE product based on the sales of their Virtual Party.

3. Offer them the opportunity to shop from your boutique, buying from your chosen **gemstra** Partner brands.

RECAP:

Today/Tonight we talked about: Sponsoring...

What Sponsoring is, Why Sponsor, Who to Sponsor, When to Sponsor as well as How to Sponsor.

CALL TO ACTION

24 HOUR GOAL:

Starting today...Be Prepared!

Pack your **gemstra** tote bag and get ready to talk to people wherever you go!

Hint: Keep your Gemstra tote packed and ready to go, always keep it with your purse so every time you're out and about you have your tote and you're ready to meet your next customer or Virtual Party host. Take your tote bag into the house when your day is over and replenish it before going out again tomorrow.

WOW GOAL (Within One Week):

Make a list of five (5) potential Consultants

Next to each name write:

Why they would make a great **gemstra** Consultant

Which of your five (5) potential Consultants, could host three (3) Virtual Parties during their first week of business?

MONTH-END GOAL:

Sponsor one (1) new Consultant

Help them book and coach them in their first three (3) Virtual Parties for their first week in business. Coach them beginning with creating the VP, Host coaching to then launching a successful Virtual Party from start to finish.

"Think of yourself as on the threshold of unparalleled success. A whole, clear, glorious life lies before you. Achieve! Achieve!"

-Andrew Carnegie

4.2

THE TOP REASONS TO SPONSOR!

The purest definition of Success is Consistency. Whenever we achieve success, we often want more... and then more success on a consistent basis. When you set a goal to Sponsor a New Consultant every month and you consistently look for that New Consultant at your Virtual Parties, you will realize that Virtual Parties and Sponsoring go hand in hand. The following Sponsoring insights and the power of the Sponsoring Interview will lead you to Sponsoring New Consultants every month.

1. Sponsoring is a gift...a gift that keeps on giving. It gives others an opportunity to add another avenue of income to their family budget and an opportunity to develop their entrepreneurial skills.
2. Sponsoring is fun! With each New Consultant you sponsor, you grow a team of people who share their own special skill set adding a variety of strengths and talents to your organization.
3. Sponsoring brings new friends and lasting friendships! You're surrounded with help and support as they bring excitement and value to your team!
4. Sponsoring builds confidence! Confidence to share the **gemstra** income opportunity with everyone you meet.
5. Sponsoring means more Consultants sharing the **gemstra** and the partner brands and product lines, which builds brand recognition and contributes to everyone's success.
6. Sponsoring leads to rank advancement for you and your organization! It allows you to develop your leadership skills and to mentor others to become a Leader.
7. Sponsoring leads to earning company incentives and the **gemstra** annual Dream Getaway trip.
8. Sponsoring provides a platform for you to discover and develop skills and talents you never knew you had!

Schedule the following alerts in your phone or on your computer calendar to remind you to: Host Coach, follow up with guests, follow up after sample/prize sent, follow up after purchase.

4.3

THE SPONSORING INTERVIEW

The Sponsoring interview is designed to provide the Sponsor with a simple and effective way to discover a potential New Consultant's WHY and to help guide them to making a decision to start their own **gemstra** business. It also assures that every New Consultant that joins your team has received the same direction that will set them up for success.

Use the following Sponsoring Interview to build your team and grow your income.

Scenario #1

A prospective Consultant shows an interest in starting their own **gemstra** business
Prerequisite:

Before you call or meet a prospective Consultant, read the "Sponsoring" Training on the next page. When you are reminded that sponsoring is 'gift', your enthusiasm will come across as you explain the fun and excitement of owning your own **gemstra** business along with the partner brands. Use the following script as a guideline when meeting with a prospective Consultant.

4.4

THE ART OF ASKING QUESTIONS

During the interview process, it's important to listen to what your prospective Consultant is telling you and to ask questions that will give you the information you need to personalize their approach to their **gemstra** business. Use this worksheet to take notes during the interview and add them to your notebook, under tab labeled PROSPECTIVE CONSULTANT INTERVIEWS. When they join **gemstra**, move their interview worksheet behind the 90 Day Success Plan tab you've created for them and continue to track their progress in their new business.

Ask three questions before you tell them anything...

"I'm so glad you're interested in hearing more about starting your own **gemstra** business. Tell me what attracts you to the **gemstra** opportunity."

What do you think you'd like most about doing Gemstra Virtual Parties?

Whatever they like MOST, will tell you what aspects of their business will keep them excited and what they are most likely to excel in. Having this knowledge will help you identify where you can help them work their business efficiently so they generate maximum results! It will also tell you what to acknowledge and reward them for as they build their personal business.

What do you think you'll like least about doing Gemstra Virtual Parties?

Whatever they think they'll like LEAST, is where you start their training. Knowing the parts of the business that will be difficult or where they lack skill will help you prevent distractions to building their business. Watch for these 'least' things frequently and quickly offer support. With your help and skill transference, these 'least' things often become strengths.

What questions do you need answered to make a decision?

This allows them to hear the information that will be important for them in making the decision to start their own **gemstra** business. This question also prevents you from telling them all the things you think they need to know to make a decision.

"The more money you make, the more support you'll get."

4.5

CAST A VISION

It's important to cast a vision for what **gemstra** and the partner brands offer to Consultants, in both product and opportunity. When a new business owner realizes that consumers look for and enjoy shopping through Virtual Parties, it will solidify their decision to join **gemstra**. It will also encourage them to promote their new business everywhere they go and to build a reputation for great customer service.

Build a thriving business...

- Today's consumer often prefers the convenience of shopping online.
- Our partner brands have been selected because their products have a reputation for high quality. We have loyal customers who buy from our partner brands under **gemstra** throughout the year, especially during the gift giving seasons.


- The opportunities to grow your business with **gemstra** and their partner brands are all around you!
- Once you are out of your “warm circle” of family and friends, your business will grow quickly.

Promote your business daily by asking yourself this question every time you enter a room or building:
 “Does everyone here know what I do?”
 ...if they don’t, tell them!


4.6

THE GEMSTRA INCOME OPPORTUNITIES...

Your prospective New Consultant will want to know what kind of income they can make with a **gemstra** business. Often they are wondering what kind of money you are making in your business. Choose one of the following statements to begin talking about income possibilities with **gemstra**: Review the estimated earnings in the examples from 3.6 Estimated Virtual Party Earning Table

“I average  income for every Virtual Party I hold.”

OR

“I make  an hour when hosting Virtual Parties.”

OR

“I make  a month hosting  Virtual Parties each month.”

4.7

A SPONSOR’S CHECKLIST FOR A NEW CONSULTANT

We’ve made Sponsoring fun, informative and easy!

When you are ready to Sponsor a New Consultant, print out the Sponsor’s Checklist from the Backoffice and use it to help you guide your New Consultant to a great start. The Sponsor’s Checklist will assure that you cover the most important things every New Consultant needs to know and understand about their new business.

The accompanying worksheets are designed to support your direction and are conveniently provided in the **gemstra** Backoffice for immediate use.



SPONSOR'S CHECKLIST

FOR NEW CONSULTANTS

WHEN YOUR PROSPECTIVE CONSULTANT IS READY TO SIGN UP!

Let's get you started....First things first!

1. Guide your New Consultant to complete the "What's your Why?" Worksheet.

2. Kit Selection: VIRTUAL \$49

Virtual Kit - Try us on for size! Order your **gemstra** products as you hold Virtual Parties and build your customer base. All purchase will go towards your monthly PQV, setting you up for success.

"Now that you have signed up let's get you set up for business!"

3. Provide a blank copy of this month's calendar.
4. Ask your Consultant to highlight/mark the days and time of day they are available to hold Virtual Parties this month.

GOALS:

1. Hold your Grand Opening Virtual Party, introducing your new business to friends and family.
 2. Book three (3) Virtual Parties to be held during your first week in business.
 3. Choose a date that you will hold your monthly Mystery Host show.
5. A FRANKS list is a quick and easy way to think of people in the various parts of your life.
 6. Do a "Texting Blitz" to book three (3) Virtual Parties in your first week of business.

A Texting Blitz is designed to help you book Virtual Parties quickly. Cell phones have become one of the strongest forms of our society's communication. Decisions to learn, purchase and commit are made in a matter of minutes. Send out a Texting Blitz every time you want to add more Virtual Parties to your calendar. A Texting Blitz is fun and will give you a new surge of business opportunities. Send the following text message to the contacts in your phone and have fun watching the bookings come in!

*I've just started my own business with Gemstra and I am so excited!
Gemstra, offers multiple partner brands with high quality products!*

I've been asked to send a text invitation to those who might help me get my new business started. Would you help me get started and book a Virtual Party for me?

Virtual parties are a fun and convenient way to shop with your friends and earn FREE items on your favorite products.

*I'm booking Virtual Parties for my first week in business and would love to have you be one of my Hosts. All I need right now is a "YES" or "NO". If you say "YES", I'll call you later to schedule a date and time."
I can't wait to hear from you!"*

7. Host Coaching (Review Host Coaching Section 3.3 and Host Bingo Section 7.2 worksheet F)

8. Virtual Party Observations - You observe me, then I'll observe you!...together we learn!

Review the "How to Conduct A Virtual Party Section 7.2 Worksheet G

Review Virtual Party observation sheet Section 7.2 Worksheet J

9. Continue booking Virtual Parties using your 100 "NO's" Worksheet

Booking Virtual Parties can be difficult if you are not aware of the theory of collecting "NOs". It's a proven fact that when offering the opportunity to book a Virtual Party or purchase a product, most people will reject the opportunity. Having this knowledge is comforting to the business owner who knows that as soon as I get the 10th "NO" ...a YES is just around the corner. The goal? Collect 100 NOs and when you do, you will have most likely booked 10 new Virtual Parties!

10. Email/Text/Post: WHY?

In today's world of mass emails, form letters and mail addressed to 'resident' personal invitations are a refreshing way to be invited to participate in life. Take the time to send Virtual Party invitations to your friends, family and customers. Incentivize them to RSVP and your Virtual Party will have high attendance which means more fun and the likelihood that others will book their own Virtual Party.

-An invitation to my "Grand Opening **gemstra** (your specific partner brand)" Virtual Party! (Section 7.2 Worksheet A)

-Standard sample Virtual Party invitation to friends, family and co-workers. (Section 7.2 Worksheet E)

Guide and direct your New Consultant to send out both their Grand Opening Virtual Party invitations and a standard invitation to their first three (3) Hosts for their Virtual Parties.

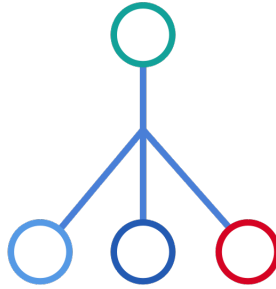
NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 5



STEP 1

Complete steps 1-9 on the Sponsoring Checklist with your New Consultant



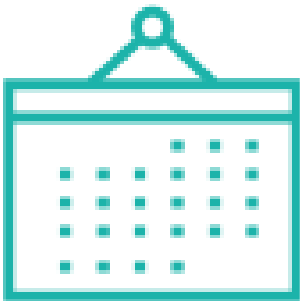
STEP 2

Think of three (3) people that you would like to have on your team



STEP 3

Using section 4.4, talk to the three (3) people about becoming a [gemstra](#)



STEP 4

Within your first 30 days Sponsor one (1) of the three (3) people you have shared

5.0

REAP THE BENEFITS OF THE 90 DAY PROGRAM



5.1

THE 90 DAY SEED PROGRAM

SEED is a 90 day program that is designed to guide, direct and reward New Consultants as they build their **gemstra** business. As you achieve each level of the SEED program, you will be recognized and rewarded for your personal achievements.

Stretch Yourself - Grow to Succeed!

A rubber-band is not being utilized unless it's being stretched, and **gemstra** wants to help you stretch your horizons! Begin with a complementary STRETCH BAND and journey through the different levels of success, as you collect each of our SEED bands, accomplish your goals and build a thriving business!



5.2

STRETCH

A rubber band is not being utilized unless it's being stretched, and **gemstra** wants to help you stretch!

Requirements:

- One New Personally Sponsored Qualified Consultant
- \$500 in Personal Sales Volume

Rewards:

- ENGAGE Band
- 50 Dream Getaway Points



5.3

ENGAGE

You're off to a great start! It's at your Virtual Parties that you will meet the people that will help you achieve!

Requirements:

- Two New Personally Sponsored Qualified Consultant
- \$750 in Personal Sales Volume

Rewards:

- ENDURE Band
- 75 Reward Dream Getaway Points



5.4

ENDURE

You're doing great! Three months of consistency will establish a business rhythm you can endure month after month.

Requirements:

- Three New Personally Sponsored Qualified Consultant
- \$1000 in Personal Sales Volume

Rewards:

- DUPLICATE Band
- 100 Reward Dream Getaway Points
- **gemstra** Tote
- **gemstra** SEED Shirt
- **gemstra** SEED Pin



5.5

DUPLICATE

CONGRATULATIONS!

You have completed our SEED Program! Now start duplicating yourself and your efforts, and teach your team how to grow their businesses. Repeat the process over and over again in order to achieve your goals and dreams!



5.6

SEED BINGO

Bingo is a fun at-a-glance way to review the monthly requirements of all 3 months of your 90 day SEED program.

Use your 90 day [gemstra](#) SEED BINGO sheet to track your success. Remember to let your Sponsor know each time you have a BINGO, so she can mail you your gift!

SPONSORED 2 NEW CONSULTANTS	ACHIEVED 30 DAY STRETCH PROGRAM	\$1,000 PQV (3RD MONTH)
ACHIEVED 60 DAY ENGAGE PROGRAM	\$500 PQV (1ST MONTH)	SPONSORED 1 NEW CONSULTANT
\$750 PQV (2ND MONTH)	SPONSORED 3 NEW CONSULTANTS	ACHIEVED 90 DAY ENDURE PROGRAM



NEW CONSULTANT SEED BINGO

Earn BINGO's all during your 90 Day SEED Program!

Simply complete a line UP, DOWN, DIAGONALLY, or ACROSS. Each time you complete a line, send me your BINGO sheet and I will send you a *prize in the mail!

SPONSORED 2 NEW CONSULTANTS	ACHIEVED 30 DAY STRETCH PROGRAM	\$1,000 PQV (3RD MONTH)
ACHIEVED 60 DAY ENGAGE PROGRAM	\$500 PQV (1ST MONTH)	SPONSORED 1 NEW CONSULTANT
\$750 PQV (2ND MONTH)	SPONSORED 3 NEW CONSULTANTS	ACHIEVED 90 DAY ENDURE PROGRAM

SPONSOR

Please feel free to reward your New Consultant with an achievement gift as well. Items that they can use to support or build their business would be a great gift (suggested). Remember everyone loves to receive accolades and gifts in the mail!!

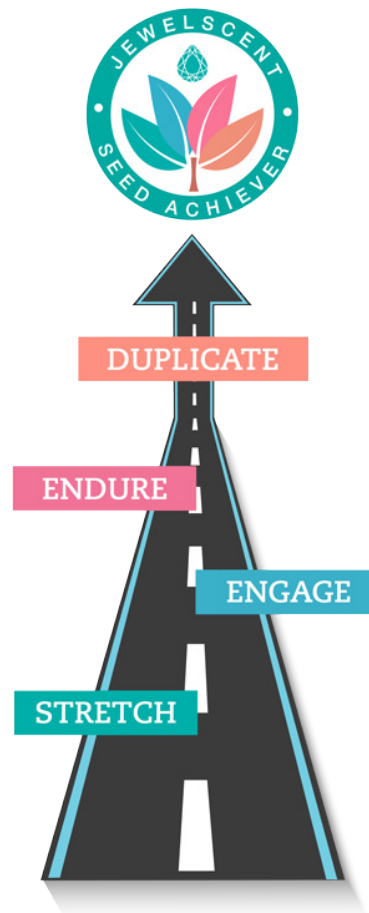
5.7

SEED GUIDELINES

All New Consultants are eligible to opt-in to participate in the SEED program in the month that they sign up, or within the first 3 months following their sign-up month.

To participate in the SEED program, submit your “I’m Stretching Myself” form, located in the Resources section of your Backoffice or section 5.1 above. You must opt-in prior to the first of the month, with the exception of your sign-up month.

- If you choose to opt in the same month you sign up, you must meet the Level 1 requirements before the month ends.
- Example: If you sign up 4/10/16 and your opt-in date is 4/16/16, you have from 4/10/16-4/30/16 to earn 500 PQV and 1 New Personally Sponsored Consultant). No Exceptions.
- ALL new Personally Sponsored Consultants must be Qualified (100+ PQV) in their first 30 days from sign up.
- Level 1 must be achieved to participate in Level 2. Level 2 must be achieved to participate in Level 3. You cannot skip to Level 2 or Level 3 exclusively.
- All PQV calculations begin on the 1st of each month and end on the last day of that month. New Personally Sponsored Consultants will count for their sign-up month as long as they qualify within their first 30 days.
- Rewards will be provided after the close of month end reports.
- As a sponsor, earn an additional 25 points per level for each of your Level 1 Consultants that also completes each level.



NEXT STEPS

COMPLETE THE FOLLOWING BEFORE PROCEEDING TO SECTION 6



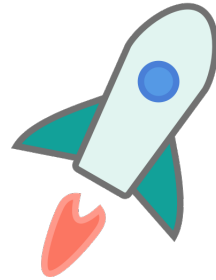
STEP 1

Submit your "I'm Stretching Myself" form



STEP 2

Sell \$500 in your first month of SEED



STEP 3

Complete Stretch and start Engage

COMPENSATION PLAN GUIDE

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HOW TO EARN WITH GEMSTRA

The Gemstra Compensation Plan offers you the ability to take control of your financial rewards. Many Consultants work part-time, while others choose to reap the rewards of a full-time Gemstra business. Our Compensation Plan is designed to reward the key behaviors of success, which include Personal Sales, Team Sales and Leadership Development. As you achieve and promote your Consultant rank through the program, your income will substantially increase.

Qualifying Volume (QV)

Qualifying Volume is the qualifying amount of a sale that is eligible for commission and applicable to qualification requirements in the Gemstra Compensation Plan. The QV of an item is based on the USD retail price. Generally, QV equals the sales value of an order, less discounts (promotions, special prices, Reward Points), shipping, and tax. Consultant supplies, event products, and starter kits, do not count toward QV.

1.1 PERSONAL VOLUME

Personal Sales Volume (PSV)

Personal Sales Volume includes all sales you have personally sold to customers. This includes sales generated through your Virtual Parties, your replicated site, and one-on-one orders. Repeat orders made by your customers will also count towards your PSV. As a Consultant, you earn a base of 20% commission on your PSV. Personal sales commission is paid bi-monthly from the day you join Gemstra, with the opportunity to earn up to an additional 15% Personal Volume Bonus, for a total personal commission of 35%.

Personal Purchases

Personal Purchases include all orders that you place personally. You receive a 20% discount against the retail price at the Consultant special price. Receive an additional 12.5% discount, for a total effective discount of 30%, when you purchase new products launched during Consultant pre-sales.

Personal Qualifying Volume (PQV)

Personal Qualifying Volume is the accumulated Qualifying Volume of your Personal Sales Volume (PSV) and Personal Purchases. For example, if you sell \$100 of Gemstra product, you have earned 100 PQV. If you sell \$50 of Gemstra product and personally purchase \$50 of Gemstra product, you have earned 100 PQV.

Personal Volume Bonus (PVB)

Boost your earnings from 20% to 35% with the Personal Volume Bonus. As you increase your monthly Personal Qualifying Volume (PQV), you can earn up to an additional 15% bonus commission on your PQV. PQV qualification resets every calendar month.

Personal Sales Commissions	20%
Personal Volume Bonus 1 (250+ PQV)	5%
Personal Volume Bonus 2 (1000+ PQV)	5%
Personal Volume Bonus 3 (2000+ PQV)	5%










Set your monthly goal and determine how many Virtual Parties you will hold to achieve your goal. The following table illustrates examples of how to earn the Personal Volume Bonus:

MONTHLY VPS	MONTHLY SALES*	COMMISSION %	MONTHLY PERSONAL COMMISSIONS
1	\$500	25%	\$125
2	\$1,000	30%	\$300
4	\$2,000	35%	\$700

**Based on an estimated \$400 VP sales + personal sales, online sales and 1:1 orders.*

1.2 TEAM VOLUME

Build your business by sponsoring Consultants to join you in selling **gemstra** product. You will earn Team Commissions and Leadership Bonuses as your business grows. Mentor and coach your Team of Consultants to build their businesses. As your business grows, you will earn greater commissions on more levels. Based on your Consultant rank, you can earn commissions on up to 5 levels of your Team.

	 Consultant	 Garnet Team Builder	 Amethyst Team Builder	 Quartz Team Leader	 Jade Team Leader	 Sapphire Team Manager	 Ruby Team Manager	 Emerald Director	 Diamond Director
Level 1		7%	7%	8%	8%	8%	9%	9%	10%
Level 2			5%	5%	6%	6%	6%	6%	6%
Level 3				2%	3%	3%	4%	4%	4%
Level 4						2%	3%	3%	3%
Level 5								1%	2%

Things To Note About Sponsoring

- Your Team of Consultants can promote to any rank in the Compensation Plan and still be on your Team, regardless of your Consultant rank.
- It does not cost you anything to have a Sponsor. All Team commissions are paid by **gemstra**.

Team, 1st Generation, 2nd Generation

Your Team includes all downline Consultants in your Group, including your first Jade Team Leader (or higher rank) which is defined as your 1st Generation. Your second Jade Team Leader (or higher rank) under your 1st Generation is defined as your 2nd Generation. A Team can be infinite levels deep but ends with the first downline Consultant who is a Jade Team Leader (or higher rank).

Team Qualifying Volume (TQV)

Team Qualifying Volume is the accumulated Personal Qualifying Volume (PQV) of you and your Team, which includes your 1st Generation. TQV excludes your 2nd Generation. Rank qualifications are based on TQV. TQV qualification resets every calendar month.

Commissionable Volume (CV)










The Commissionable Volume is 65% of the Qualifying Volume (QV) generated by downline Consultants in your Team. Downline commissions and Generation Bonuses are calculated based on CV. Personal commission is based on QV.

The following table illustrates examples of TQV converted into CV:

TQV	Math to find CV	CV
500	500 x 65%	325
1,000	1,000 x 65%	650
2,500	2,500 x 65%	1,625

It Pays To Promote

As you promote through the Consultant ranks, you will earn increasing commissions on each level. Once you achieve Sapphire Team Manager, you will earn your 1st Generation Bonus.





	 Consultant	 Garnet Team Builder	 Amethyst Team Builder	 Quartz Team Leader	 Jade Team Leader	 Sapphire Team Manager	 Ruby Team Manager	 Emerald Director	 Diamond Director
Level 1		7%	7%	8%	8%	8%	9%	9%	10%
Level 2			5%	5%	6%	6%	6%	6%	6%
Level 3				2%	3%	3%	4%	4%	4%
Level 4						2%	3%	3%	3%
Level 5								1%	2%
1st Generation Bonus						2%	2%	3%	3%
2nd Generation Bonus							1%	2%	3%

1.3 LEADERSHIP BONUSES

Generation Bonuses

Generation Bonuses are paid out in addition to your Team Level Commissions once you achieve Sapphire Team Manager (or higher rank) and you have a Jade Team Leader (or higher rank) in your Group. Your first Jade Team Leader (or higher rank) breaks out as your 1st Generation. As a qualified Sapphire Team Manager (or higher rank) you are paid on ALL 1st Generation Leader Legs within your Group. Your second Jade Team Leader (or higher rank) which is under your 1st Generation, breaks out as your 2nd Generation. 2nd Generation Bonuses are paid when you achieve Ruby Team Manager (or higher rank).










Generation Bonuses are calculated based on the Commissionable Volume (CV) of the entire Generation.

					 Sapphire Team Manager	 Ruby Team Manager	 Emerald Director	 Diamond Director
1st Generation Bonus					2%	2%	3%	3%
2nd Generation Bonus						1%	2%	3%

Rank Advancement Bonus

You earn a one-time Rank Advancement Bonus when you achieve a new rank and qualify for three consecutive calendar months. A one-time bonus is paid on the first pay-period following the third consecutive month of qualification.

If you achieve more than one rank and qualify for three consecutive calendar months, your Rank Advancement Bonuses will be stacked.

	 Consultant	 Garnet Team Builder	 Amethyst Team Builder	 Quartz Team Leader	 Jade Team Leader	 Sapphire Team Manager	 Ruby Team Manager	 Emerald Director	 Diamond Director
Rank Advancement Bonus		\$150	\$250	\$500	\$750	\$1,500	\$3,000	\$6,000	\$10,000

If you have been paid a Rank Advancement Bonus on a rank achieved prior to 10/1/16, you are not eligible to receive it again.

1.4 REWARD POINTS

Earn Reward Points to redeem from our exclusive partner brands in **gemstra** and Dream Getaway points for Riu Bavaro Punta Cana 2018.

You can earn Reward Points and Dream Getaway Points:

1. Self-Host a Virtual Party and earn points based on the sales generated from the party

Party Sales	Reward Points
\$150 + 3 unique sales	15
\$250+ 5 unique sales	30
\$400+ 5 unique sales	56
\$600+ 5 unique sales	96

2. Have a Member host a Virtual Party and earn points based on the sales generated from their party

Party Sales	Reward Points
\$150	5
\$250	10
\$400	15
\$600	20

4. SEED Program Achievement

SEED Level	Dream Getaway Points*
Stretch	50
Engage	75
Endure	100

** MUST BE a Qualified Consultant = 100 PQV within the first 30 days from sign-up date.*

5. Leading your New Consultant through each SEED Level

SEED Level	Dream Getaway Points*
New Consultant	25

** MUST BE a Qualified Consultant = 100 PQV within the first 30 days from sign-up date.*

HOW YOU GET PAID

All commissions are paid directly to an e-wallet card called Paylution. Once you earn your first commission, you will receive an email with instructions on setting up your account. You can register for your free Paylution account anytime. During registration, you can elect to receive a physical debit card or keep your account online only.

2.1 PAY DAYS

You earnings are transferred to your Paylution account twice each calendar month. Personal earnings generated in the first half of the month (1st through 15th) are processed as account credit immediately and transferred to Paylution within 5 business days after the 16th of each month. Personal earnings from sales in the second half of the month (16th through the last day of the month) are processed as account credit immediately within 5 business days after the 1st of each month and transferred to Paylution within 5 business days of processing. [Effective 8/1/2017; Earnings generated in the first half of the month \(1st through 15th\) will be transferred to Paylution by the 25th of the month. Earnings from sales in the second half of the month \(16th through the last day of the month\) will be transferred to Paylution on the 10th of the month. If any of these days fall on the weekend the earnings will be transferred the Friday before.](#)

Personal Commission

Personal Sales Commission is credited immediately to your account balance. As store credit, you can use your account balance to purchase [gemstra](#) product. Any unused balance will be transferred to your Paylution at the end of the next pay period.

2.2 Team Commission and Bonuses

Team Commission and Bonuses are processed within 5 business days after a calendar month-end and transferred to Paylution within 5 business days of processing. They are calculated after the calendar month-end when Qualifications and paid-as rank can be determined.

DEDUCTIONS

Cancelled, returned and refunded orders will be processed in the calendar month they are received. Your account will be credited in the next pay period.

CAREER LEVELS AT A GLANCE

3.1 CONSULTANT

This is your starting pay level.



HOW TO QUALIFY

PQV	100 to be considered active
-----	-----------------------------

HOW TO EARN

Personal Commission	20%
---------------------	-----

BONUSES

Personal Volume Bonus	
BONUS 1 at \$250	5%
BONUS 2 at \$1,000	5%
BONUS 3 at \$2,000	5%

3.2 GARNET TEAM BUILDER

Grow your Team with Qualified Consultants to earn your first promotion to Garnet Consultant.

HOW TO QUALIFY

PQV	300
Qualified Legs*	1
TQV	500

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 5% Bonus 1
Team Payout Commission	LEVEL 1 7%

BONUSES

Personal Volume Bonus	
BONUS 2 at \$1,000	5%
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$150

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.

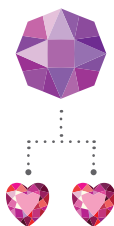
3.3 AMETHYST TEAM BUILDER

This is the sweet spot in our compensation plan, where you will start earning on your Level 2 Team.

HOW TO QUALIFY

PQV	400
Qualified Legs*	2
TQV	1,000

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 5% Bonus 1
Team Payout Commission	LEVEL 1 7% LEVEL 2 5%

BONUSES

Personal Volume Bonus	
BONUS 2 at \$1,000	5%
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$250

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the training in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team to support and mentor.

SCENARIO OF POTENTIAL EARNINGS FOR AMETHYST Team builder Amethyst Team Builder Potential Earnings

- Can you imagine holding 6 to 8 Virtual Parties a month, with a few online orders and 1:1 orders?
- Sponsoring 1 new Qualified Consultant a month to join [gemstra](#)?

If so, then after only 6 months you could potentially earn:

- \$1,348 a month plus a one-time \$250 Rank Advancement Bonus.
- Multiply that by 6 months and you could potentially earn \$8,000+.

	Monthly Qualifying Volume	Potential Earnings
PQV	3,500	\$1,225
Level 1 TQV	2,000	\$91
Level 2 TQV	1,000	\$32
Total Potential Monthly Earnings	---	\$1,348

Assumptions for Amethyst Team Builder potential earnings example:

- 6 to 8 Virtual Parties a month, online sales and 1:1 orders, totaling 3,500 PQV (you will earn 20% base + 15% Personal Volume Bonus 1, 2 and 3 = 35% PQV commission).
- You have a minimum of two Level 1 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 2,000 TQV.
- You have a minimum of one Level 2 Consultant hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, totaling 1,000 TQV.

LEADERSHIP DEVELOPMENT

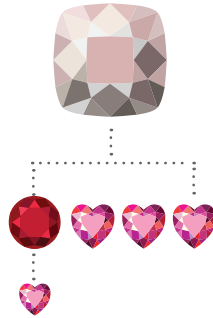
4.1 QUARTZ TEAM LEADER

This is the sweet spot in our compensation plan, where as a new Leader, you will start earning on your Level 3 Team.

HOW TO QUALIFY

PQV	600
Qualified Legs*	4
TQV	2,500
Team Structure	One Level 1 Garnet Team Builder or higher rank
New Personally Sponsored Consultant (rolling 3 months)	1

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 5% Bonus 1
Team Payout Commission	LEVEL 1 8% LEVEL 2 5% LEVEL 3 2%

BONUSES

Personal Volume Bonus	
BONUS 2 at \$1,000	5%
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$500

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team AND Level 3 Team to support and mentor.
- Commit to attending our Monthly Training Calls, GEM Conference and any regional events.

SCENARIO OF POTENTIAL EARNINGS FOR QUARTZ TEAM LEADER

Quartz Team Leader Potential Earnings

	Monthly Qualifying Volume	Potential Earnings
PQV	3,500	\$1,225
Level 1 TQV	5,000	\$260
Level 2 TQV	4,000	\$130
Level 3 TQV	2,000	\$26
Total Potential Monthly Earnings	---	\$1,641

Assumptions for Quartz Team Leader potential earnings example:

- 6 to 8 Virtual Parties a month, online sales and 1:1 orders, totaling 3,500 PQV (you will earn 20% base + 15% Personal Volume Bonus 1, 2, and 3 = 35% PQV commission).
- You have a minimum of five Level 1 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 5,000 TQV.
- You have a minimum of four Level 2 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 4,000 TQV.
- You have a minimum of two Level 3 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 2,000 TQV.

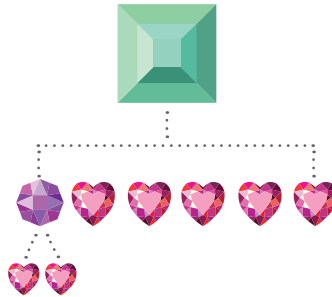
4.2 JADE TEAM LEADER

As a Jade Team Leader you will receive Level 3 commissions.

HOW TO QUALIFY

PQV	800
Qualified Legs*	6
TQV	5,000
Team Structure	One Level 1 Amethyst Team Leader or higher rank
New Personally Sponsored Consultant (rolling 3 months)	2

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 5% Bonus 1
Team Payout Commission	LEVEL 1 8%
	LEVEL 2 6%
	LEVEL 3 3%

BONUSES

Personal Volume Bonus	
BONUS 2 at \$1,000	5%
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$750

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team AND Level 3 Team to support and mentor.
- Commit to attending our Monthly Training Calls, GEM Conference and any regional events.

SCENARIO OF POTENTIAL EARNINGS FOR JADE TEAM LEADER

Jade Team Leader Potential Earnings

	Monthly Qualifying Volume	Potential Earnings
PQV	3,500	\$1,225
Level 1 TQV	5,000	\$260
Level 2 TQV	4,000	\$156
Level 3 TQV	2,000	\$39
Total Potential Monthly Earnings	---	\$1,680

Assumptions for Jade Team Leader potential earnings example:





- 6 to 8 Virtual Parties a month, online sales and 1:1 orders, totaling 3,500 PQV (you will earn 20% base + 15% Personal Volume Bonus 1, 2, and 3 = 35% PQV commission).
- You have a minimum of five Level 1 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 5,000 TQV.
- You have a minimum of four Level 2 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 4,000 TQV.
- You have a minimum of two Level 3 Consultants hosting 2 to 3 Virtual Parties a month and additional online sales and 1:1 orders, each earns 1,000 TQV, totaling 2,000 TQV.

MANAGER/DIRECTOR DEVELOPMENT

5.1 GENERATION BONUSES

Generation Bonuses are paid out in addition to your Team Level Commissions once you achieve Sapphire Team Manager (or higher rank) and you have a Jade Team Leader (or higher rank) in your Group. Your first Jade Team Leader (or higher rank) breaks out as your 1st Generation. As a qualified Sapphire Team Manager (or higher rank) you are paid on ALL 1st Generation Leader Legs within your Group. Your second Jade Team Leader (or higher rank) which is under your 1st Generation, breaks out as your 2nd Generation. 2nd Generation Bonuses are paid when you achieve Emerald Director (or higher rank).

Generation Bonuses are calculated based on the Commissionable Volume (CV) of the entire Generation.

					 Sapphire Team Manager	 Ruby Team Manager	 Emerald Director	 Diamond Director
1st Generation Bonus					2%	2%	3%	3%
2nd Generation Bonus						1%	2%	3%

Generation Bonuses are paid in addition to Team Level Commissions. A Generation Bonus allows you to reach down beyond your eligible Team Levels and earn substantially more for raising Leaders in your organization. For example, if you are a Sapphire Team Manager (you are paid on Levels 1 ~ 4 only) and you have a Sapphire Team Manager on Level 5, they count as your 1st Generation.

The Generation Bonus rewards Leaders for developing other Leaders by allowing them to earn on the Commissionable Volume of an entire Generation.

The importance of reaching down and across your Group to coach and mentor your Team, no matter what level they fall on, is that you may have a Leader 10 levels deep that will break away as your 1st Generation. Be sure to build community that includes your entire Group, not just the levels on which you are qualified to earn commissions.

5.2 SAPPHIRE TEAM MANAGER

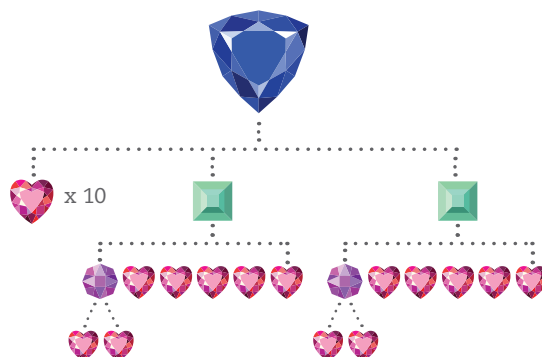
You made it! You are one of the elite – a Manager in the **gemstra** family. This is the first Management rank in our compensation plan, where you will start earning on your 1st Generation. Your requirements to maintain this rank are manageable with a part-time commitment to your business.

As a Sapphire Team Manager, you will qualify to earn 1st Generation Bonuses when a Consultant within your Team promotes to a Jade Team Leader (or higher rank).

HOW TO QUALIFY

PQV	1,200
Qualified Legs*	10
TQV	12,500
Team Structure	Two Level 1 Jade Team Leaders or higher rank
New Personally Sponsored Consultants (rolling 3 months)	2

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 10% Bonus 1 & 2
Team Payout Commission	LEVEL 1 8%
	LEVEL 2 6%
	LEVEL 3 3%
	LEVEL 4 2%

BONUSES

Personal Volume Bonus	
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$1,500
1 st Generation Bonus	2%

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team, Level 3 Team AND Level 4 Team to support and mentor.
- Commit to attending our Monthly Training Calls, GEM Conference and any regional events.

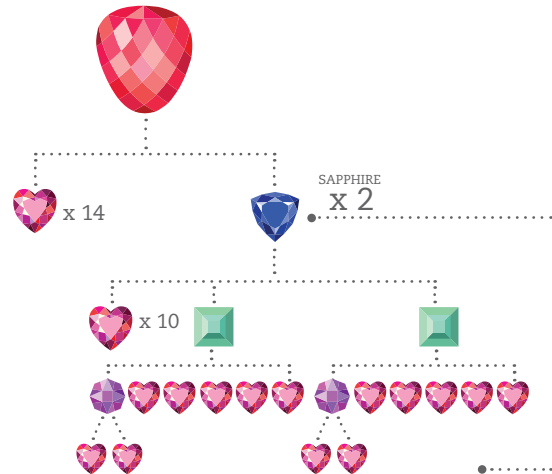
5.3 RUBY TEAM MANAGER

At this Management rank, you receive an additional bonus percentage on your 2nd Generation.

HOW TO QUALIFY

PQV	1,200
Qualified Legs*	14
TQV	20,000
GQV	60,000
Team Structure	Two Level 1 Sapphire Team Managers or higher rank
New Personally Sponsored Consultants (rolling 3 months)	3

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 10% Bonus 1 & 2
Team Payout Commission	LEVEL 1 9% LEVEL 2 6% LEVEL 3 4% LEVEL 4 3%

BONUSES

Personal Volume Bonus	
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$3,000
1 st Generation Bonus	2%
2 nd Generation Bonus	1%

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team, Level 3 Team AND Level 4 Team to support and mentor.
- Commit to attending our Monthly Training Calls, GEM Conference and any regional events.

5.4 EMERALD TEAM DIRECTOR

Kudos to you! You've reached the first of the Director ranks. As an Emerald Team Director, you will now receive Level 5 commissions as well as increased Generation Bonuses.

HOW TO QUALIFY

PQV	1,000
Qualified Legs*	20
TQV	27,500
GQV	90,000
Team Structure	One Level 1 Ruby Team Manager or higher rank + Two Level 1 Sapphire Team Managers or higher rank
New Personally Sponsored Consultants (rolling 3 months)	3

*Qualified Leg = 100 PQV.



HOW TO EARN

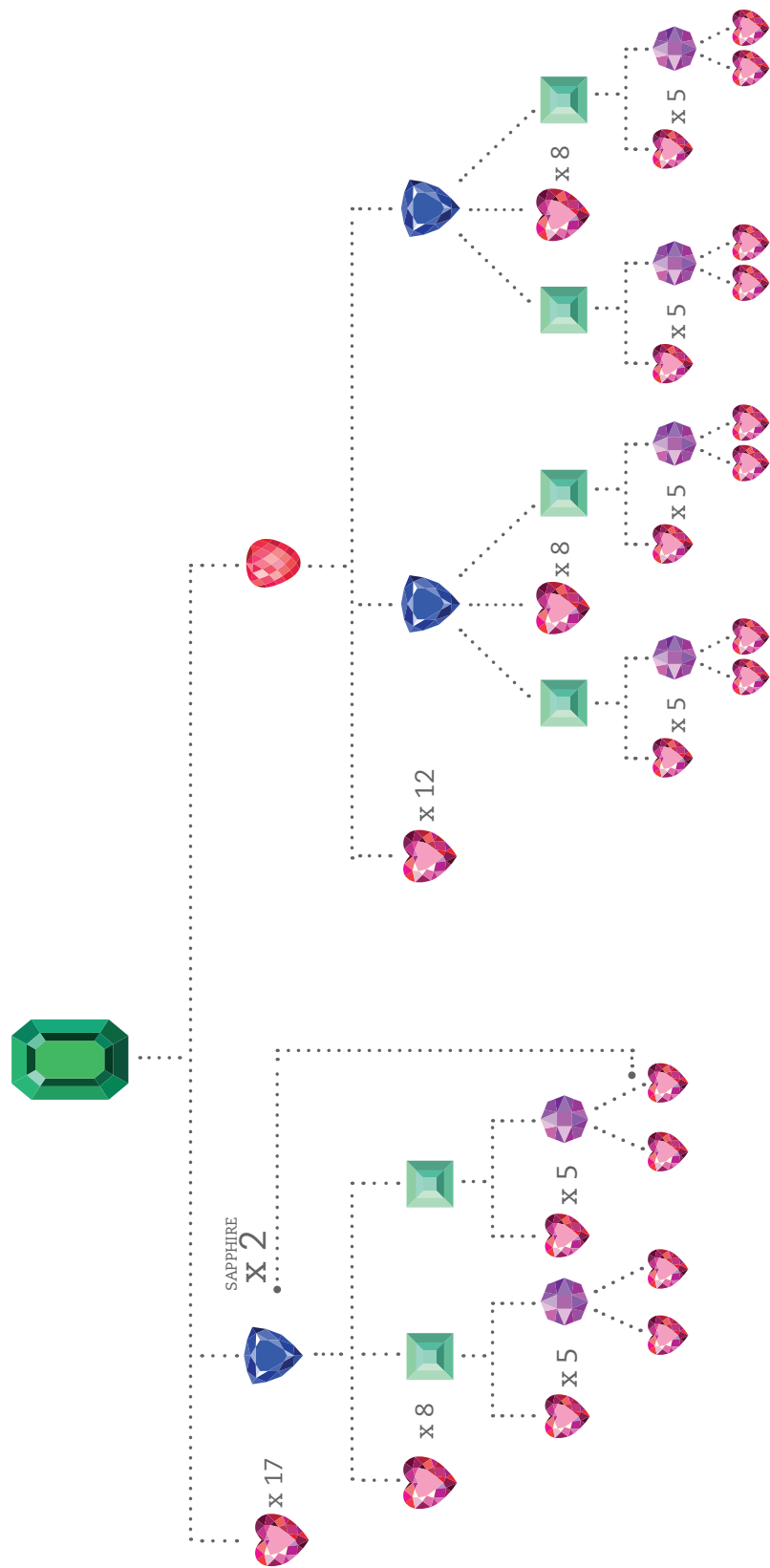
Personal Commission	20% + 10% Bonus 1 & 2
Team Payout Commission	LEVEL 1 9%
	LEVEL 2 6%
	LEVEL 3 4%
	LEVEL 4 3%
	LEVEL 5 1%

BONUSES

Personal Volume Bonus	
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$6,000
1 st Generation Bonus	3%
2 nd Generation Bonus	2%

Responsibilities at this rank:

- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team, Level 3 Team, Level 4 Team AND Level 5 Team to support and mentor.
- Commit to attending our Monthly Training Calls, GEM Conference and any regional events.



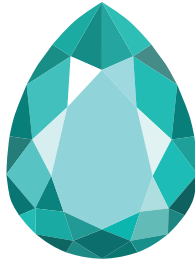
5.5 DIAMOND TEAM DIRECTOR

Congratulations! You've reached the highest rank in our compensation plan, which only a prestigious group of Consultants achieve. As a Diamond Team Director, you will receive Level 5 commissions, as well as an increased percentage in Generation Bonuses.

HOW TO QUALIFY

PQV	\$1,000
Qualified Legs*	24
TQV	35,000
GQV	120,000
Team Structure	One Level 1 Emerald Team Director or higher rank + Two Level 1 Ruby Team Managers or higher rank
New Personally Sponsored Consultants (rolling 3 months)	3

*Qualified Leg = 100 PQV.



HOW TO EARN

Personal Commission	20% + 10% Bonus 1 & 2
	LEVEL 1 10%
	LEVEL 2 6%
Team Payout Commission	LEVEL 3 4%
	LEVEL 4 3%
	LEVEL 5 2%

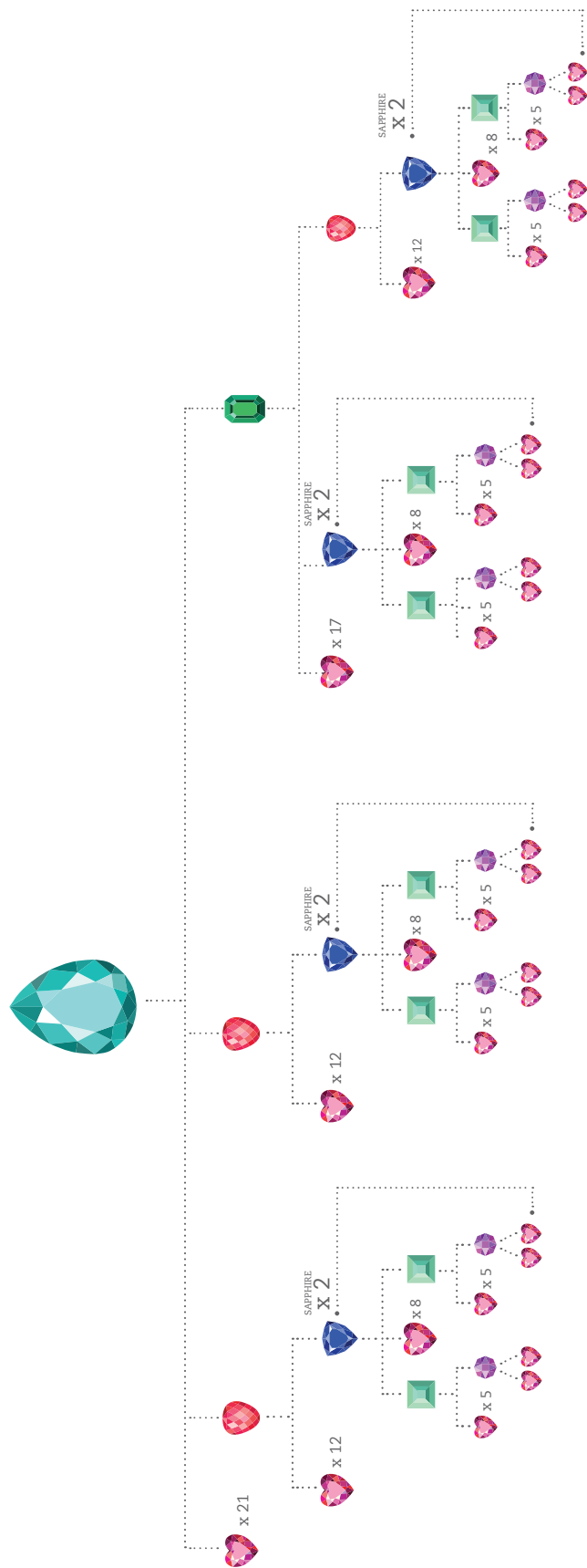
BONUSES

Personal Volume Bonus	
BONUS 3 at \$2,000	5%
Rank Advancement Bonus	\$10,000
1 st Generation Bonus	3%
2 nd Generation Bonus	3%

Responsibilities at this rank:










- Lead by example by hosting consistent Virtual Parties. Set the pace to keep your Team motivated.
- Train your Team on the New Consultant program. Utilize the trainings in your Backoffice.
- Mentor your Team with support and training.
- Recognize and encourage your Team through monthly Team calls and emails.
- Reach down to your Level 2 Team, Level 3 Team, Level 4 Team AND Level 5 Team to support and mentor.
- Commit to attending our Monthly Training Calls, GEM Conference and any regional events.

DIAMOND TEAM DIRECTOR



gemstra

COMPENSATION PLAN

	 Consultant	 Garnet Team Builder	 Amethyst Team Builder	 Quartz Team Leader	 Jade Team Leader	 Sapphire Team Manager	 Ruby Team Manager	 Emerald Director	 Diamond Director
MONTHLY PAY RANK Qualifications									
Personal Qualifying Volume (PQV)		\$300	\$400	\$600	\$800	\$1,200	\$1,200	\$1,000	\$1,000
Level 1 Qualified Consultants (100+PQV)		1	2	4	6	10	14	20	24
New Personally Sponsored Consultants (Rolling 3 Months)				1	2	2	3	3	3
Team Qualifying Volume (TQV)		\$500	\$1,000	\$2,500	\$5,000	\$12,500	\$20,000	\$27,500	\$35,000
Group Qualifying Volume (GQV)							\$60,000	\$90,000	\$120,000
Level 1 Team Structure				1 Garnet +	1 Amethyst +	2 Jade +	2 Sapphire +	1 Ruby & 2 Sapphire +	1 Ruby & 2 Sapphire +
COMMISSIONS									
Personal Sales Commissions	20%	20%	20%	20%	20%	20%	20%	20%	20%
Personal Volume Bonus 1 (250+ PQV)	5%	5%	5%	5%	5%	5%	5%	5%	5%
Personal Volume Bonus 2 (1000+ PQV)	5%	5%	5%	5%	5%	5%	5%	5%	5%
Personal Volume Bonus 3 (2000+ PQV)	5%	5%	5%	5%	5%	5%	5%	5%	5%
Team Level Commissions									
Level 1	7%	7%	7%	8%	8%	8%	9%	9%	10%
Level 2			5%	5%	6%	6%	6%	6%	6%
Level 3				2%	3%	3%	4%	4%	4%
Level 4						2%	3%	3%	3%
Level 5								1%	2%
LEADERSHIP BONUSES									
1st Generation Bonus						2%	2%	3%	3%
2nd Generation Bonus							1%	2%	3%
Rank Advancement Bonus		\$150	\$250	\$500	\$750	\$1,500	\$3,000	\$6,000	\$10,000

DEFINITIONS AND TERMS

ACTIVITY/COMPRESSION

To stay active, a Consultant must qualify (monthly minimum 100 PQV) at least once within a rolling 4-month calendar period or continue to pay the monthly technology subscription fee (technology fee must be paid concurrently). Deactivation will occur if a Consultant fails to qualify within a rolling 4-month calendar period and the cancellation of the monthly technology subscription fee. Upon deactivation, the Consultant's Team will roll-up (compress) to the nearest eligible Active Up line Consultant.

ACTIVE CONSULTANT

A Consultant that is paying (Keeping current) with their month technology/platform fee.

ASSIGNED CONSULTANT

Consultant that **gemstra** assigns to your Level 1 Team which does not count as a New Personally Sponsored Consultant.

COMMISSIONABLE VOLUME (CV)

The Commissionable Volume is 65% of the Qualifying Volume (QV) generated by downline Consultants in your Team. Team Level commissions and Generation Bonuses are calculated based on CV. Personal commission is based on QV.

GENERATION BONUSES

Generation Bonuses are paid out in addition to your Team Level Commissions once you achieve Sapphire Team Manager (or higher rank) and you have a Jade Team Leader (or higher rank) in your Group. Your first Jade Team Leader (or higher rank) breaks out as your 1st Generation. As a qualified Sapphire Team Manager (or higher rank) you are paid on ALL 1st Generation Leader Legs within your Group. Your second Jade Team Leader (or higher rank) which is under your 1st Generation, breaks out as your 2nd Generation. 2nd Generation Bonuses are paid when you achieve Emerald Director (or higher rank). Generation Bonuses are calculated based on the Commissionable Volume (CV) of the entire Generation.

GROUP

Your entire Team, including Leaders, non-leaders and levels infinite deep.

GROUP QUALIFYING VOLUME (GQV)

Group Qualifying Volume is the accumulated Personal Qualifying Volume (PQV) of you and your Group. Rank qualifications from Ruby Team Manager (or higher rank) have a monthly GQV requirement. GQV qualification resets every calendar month.

LEVEL

Refers to the line level which Consultants are placed within your Team.

LEVEL 1 QUALIFIED

Consultants on Level 1 with 100+ PQV.

NEW CONSULTANT

One who joins the Team of an existing Consultant by purchasing a starter kit. Also, referred to as "downline" or "Personally Sponsored Consultant".

NEW PERSONALLY SPONSORED CONSULTANT

Consultants you sponsor directly to your Team. In some ranks you are required to personally sponsor a defined number of New Consultants within a rolling three-month calendar period. This excludes all assigned Consultants.

PERSONAL PURCHASES

Personal Purchases include all orders that you place personally. You receive a 20% discount against the retail price at the Consultant special price. Receive an additional discount when you purchase new products that are launched during Consultant pre-sales and achieving Personal Volume Bonus Levels.

PERSONAL QUALIFYING VOLUME (PQV)

Personal Qualifying Volume is the accumulated Qualifying Volume of your Personal Sales Volume (PSV)

and Personal Purchases. For example, if you sell \$100 of **gemstra** product, you have earned 100 PQV. If you sell \$50 of **gemstra** product and personally purchase \$50 of **gemstra** product, you have earned 100 PQV.

PERSONAL SALES COMMISSIONS

Calculated at 20% of your PQV. Personal sales commission is paid bi-monthly from the day you join **gemstra**.

PERSONAL SALES VOLUME (PSV)

Personal Sales Volume includes all sales you have personally sold to customers. This includes sales generated through your virtual parties, your replicated site, and one-on-one orders. Repeat orders made by your customers will also credit your PSV. As a Consultant, you earn a base of 20% commission on your PSV.

PERSONAL VOLUME BONUS (PVB)

Personal Volume Bonus is paid when your monthly Personal Qualifying Volume (PQV) reaches a new level. You can earn an additional 5% bonus commission per tier on your PQV, increasing your personal sales commissions up to 35%. *Refer to page 3 for more information on levels.

QUALIFIED/ACTIVE CONSULTANT

A Consultant who sells 100+ PQV in a calendar month.

QUALIFIED RANK

Monthly rank based on meeting required qualifications. You will receive commissions for the rank you qualify. This is also referred to as "paid-as-rank."

QUALIFYING VOLUME (QV)

Qualifying Volume is the qualifying amount of a sale that is eligible for commission and applicable to qualification requirements in the **gemstra** compensation plan. The QV of an item is based on the USD retail price. Generally, QV equals the sales value of an order less discounts (promotions, special prices, Reward Points), shipping, and tax. Consultant supplies, event products, starter kits, and Vault Items do not count toward QV.

RANK ADVANCEMENT BONUS

You earn a one-time Rank Advancement Bonus when you achieve a new rank and qualify for three consecutive calendar months. A one-time bonus is paid on the first pay-period following the third consecutive month of qualification. Bonuses will not be paid out on earned ranks achieved and qualified prior to 10/1/16.

SPONSOR

Consultant who sponsors a new Consultant to join **gemstra**, also referred to as "up line."

TEAM, 1ST GENERATION, 2ND GENERATION

Your Team includes all downline Consultants in your Organization, including your first Jade Team Leader (or higher rank) which is defined as your 1st Generation. Your second Jade Team Leader (or higher rank) under your 1st Generation is defined as your 2nd Generation. A Team can be infinite levels deep but ends with the first downline Consultant who is a Jade Team Leader (or higher rank).

TEAM LEVEL COMMISSIONS

When you are qualified as a Garnet Consultant (or higher rank) you will receive commissions on the Commissionable Volume (CV) of your qualified rank level.

TEAM QUALIFYING VOLUME (TQV)

Team Qualifying Volume is the accumulated Personal Qualifying Volume (PQV) of you and your Team, which includes your 1st Generation. TQV excludes your 2nd Generation. Rank qualifications are based on TQV. TQV qualification resets every calendar month.

DREAM GETAWAY

PUNTA CANA 2018





THE DESTINATION

The Riu Palace Bavaro Hotel is located on Arena Gorda beach, one of the most paradisiacal in Punta Cana.



RELAX

To keep you entertained during your holiday, this all-inclusive hotel in Punta Cana has developed a complete programme of activities to make sure all its guests have fun. Plus, you'll be able to practice sports in the hotel or on the beach, or unwind in the Renova Spa and relax with the finest body and beauty treatments.

ENJOY

The gastronomic offering of the Riu Palace Bavaro Hotel stands out for its variety and exquisite preparation. You'll be able to savour an authentic American breakfast; the best Japanese, Italian, and fusion cuisine with cooking show stations; or enjoy yourself in the steakhouse in the pool area. You won't lack for anything during your getaway.



EXPLORE

Every year, hundreds of humpback whales gather in the Samana Bay from across the North Atlantic, and this outing gives you a special chance to witness the sight up close. See these incredible creatures in their natural habitat to make an incredible day on the Dominican coast.

RULES & REGULATIONS

- Qualification period is from January 1-December 31, 2017
- The Dream Getaway includes round-trip airfare, all-inclusive hotel accommodations for six nights with and estimated arrival date of 06/06/2018, transfer service on posted travel dates, taxes, fees and resort gratuities.
- There is no cash-out option for unused points. Unused points may only be used towards a guest buy-in.
- All Consultants must have their account active and in good standing at the time of the Dream Getaway in order to attend.
- All points are non-transferrable.
- Only one guest is allowed per Consultant who earned the trip.
- Guest must be at least 18 years of age or older, or a high school graduate.
- Your guest may not be another Consultant.
- The buy-in cost for a guest is \$3,200. Any points earned above the points needed for yourself will proportionately go toward reducing your guest buy-in cost.
- Should you not earn the Dream Getaway for a guest or choose not to bring a guest, you will have the option of selecting a roommate, or a roommate will be assigned for you.
- All Dream Getaway attendees must have a valid passport.
- All travel arrangements must be made through the Company's designated travel agent only.
- The Consultant assumes all responsibility/liability while travelling.
- All persons will be required to sign a Liability Release, Waiver and Assumption of Risk Form prior to the trip.
- In case of any disputes, the Company has the final authority over the outcome of the dispute and over the interpretation of the rules.
- Trip cancellation rules: You may cancel your registration (minus a \$50 processing fee) until 5:00pm PT on the last day of registration.
- It is the responsibility of the Consultant to keep track of their Dream Getaway points and ensure accuracy. The Company provides an estimate, but the responsibility of the accuracy rests fully on the Consultant.

THE COMPANY IS NOT RESPONSIBLE FOR THE FOLLOWING:

- Baggage fees for checked bags
- Lost or delayed baggage and any costs to buy temporary clothes, toiletries, etc. (It's recommended that you pack a few essentials in your carry-on and put a few items in your guest's suitcase.)
- If you miss your flight or a subsequent connection, it is your responsibility to pay for any additional airfare and/or related expenses.
- In the event of cancelled flights or delays, the Company is not responsible for any lost days of the trip.
- If you decide to extend your trip before or after the official trip dates, you are responsible for any increase in the airfare above the airfare rate for the scheduled dates.
- Acts of God that may affect travel.
- Crime or theft during travel.
- It is your responsibility to arrive at the airport early enough to get through TSA lines and to resolve any issues if you are stopped by a Customs official (e.g. passport problems). The Company is not responsible for any Customs/TSA issues or delays or inadequate identification.
- Meal prior to the arrival at the destination (e.g. meals at the airport or on the plane).
- Health risks when travelling (e.g. communicable diseases, seasickness, etc.) or the costs of health care due to an act of illness or any accident or injury.
- It is highly recommended that you purchase travel insurance for the trip. Travel insurance can cover a range of situations, such as trip cancellations, trip interruptions, medical emergencies, lost baggage, etc. When you are contacted regarding your airline reservation, you may inquire about purchasing travel insurance at that time.

THE COMPANY RESERVES THE RIGHT TO:

- Schedule the most economical flights available, since the difference in airfare can be several hundreds of dollars.
- This may include red eye flights, multiple connections or use of another airport further from your home.
- This includes arrival time at resort destination. The first and last days of the trip are considered "travel days", therefore some travelers may arrive at the destination in the morning while others arrive later that evening. Arrival times are based on available flights as selected by the Company.
- We will make every attempt to grant special flight requests.
- Book flights without Consultant confirmation/approval.
- You will be contacted with flight details by our travel agent. If you do not respond within 24 hours, they will book the flight without your confirmation.
- If you would like to make changes after your flight is booked, you will be responsible for any fare increases and the change fees.
- Change dates and/or venue location. Itinerary and/or location could change due to weather conditions.
- Change or adjust the rules as needed, at any time.

Grab your favorite travelling companions and get ready for a dreamy Getaway to a tropical paradise at the luxurious Dominican Republic beach resort, RIU Palace Bavaro!

DREAM GETAWAY

PUNTA CANA 2018

HOW TO EARN POINTS

SALES

MONTHLY PQV - EVERY 250 PQV INCREMENTS IN A CALENDAR MONTH	5	DREAM GETAWAY POINTS
QUARTERLY / CONSISTENCY: 1000 PQV FOR 3 CONSECUTIVE MONTHS (PER QUARTER)	50	DREAM GETAWAY POINTS

SPONSORING

SPONSORING (QUALIFIED CONSULTANTS)	10	DREAM GETAWAY POINTS
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 500 PQV W/IN 1ST 30DAYS	20	DREAM GETAWAY POINTS
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1000 PQV W/IN 1ST 30DAYS	30	DREAM GETAWAY POINTS
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1500 PQV W/IN 1ST 30DAYS	40	DREAM GETAWAY POINTS

PROMOTIONS*

PERSONAL PROMOTION GARNET	50	DREAM GETAWAY POINTS
LEVEL 1 GARNET PROMOTION	25	DREAM GETAWAY POINTS
PERSONAL PROMOTION AMETHYST	75	DREAM GETAWAY POINTS
LEVEL 1 AMETHYST PROMOTION	50	DREAM GETAWAY POINTS
PERSONAL PROMOTION QUARTZ	100	DREAM GETAWAY POINTS
LEVEL 1 QUARTZ PROMOTION	75	DREAM GETAWAY POINTS
PERSONAL PROMOTION JADE	175	DREAM GETAWAY POINTS
LEVEL 1 JADE PROMOTION	125	DREAM GETAWAY POINTS
PERSONAL PROMOTION SAPPHIRE & ABOVE	300	DREAM GETAWAY POINTS
LEVEL 1 SAPPHIRE & ABOVE PROMOTIONS	200	DREAM GETAWAY POINTS

SEED

STRETCH ACHIEVEMENT	50	DREAM GETAWAY POINTS
ENGAGE ACHIEVEMENT	75	DREAM GETAWAY POINTS
ENDURE ACHIEVEMENT	100	DREAM GETAWAY POINTS
LEADING YOUR NEW CONSULTANT THROUGH SEED LEVELS (*)	25	DREAM GETAWAY POINTS

INCENTIVES & EVENTS

JANUARY INCENTIVE SALES (1000 PQV)	100	DREAM GETAWAY POINTS
FEBRUARY INCENTIVE SALES (1500 PQV)	100	DREAM GETAWAY POINTS
MARCH INCENTIVE SALES (2000 PQV)	100	DREAM GETAWAY POINTS
SPONSORING INCENTIVE (6 NEW QUALIFIED)*	200	DREAM GETAWAY POINTS
SALES (3MO.) AND SPONSORING INCENTIVES	50	DREAM GETAWAY POINTS
ATTEND CORPORATE EVENT	175	DREAM GETAWAY POINTS
ATTEND FIELD EVENT	50	DREAM GETAWAY POINTS
HOST A FIELD EVENT	25	DREAM GETAWAY POINTS

Must be a qualified Consultant (100 PQV within the first 30 days from sign up date)

Promotional points are based on QUALIFYING AFTER 3 consecutive MONTHS of achieving the same rank or higher. in order to receive level 1 promotional points you must be paid at the same rank or higher as your level 1.

For each new consultant you guide through the SEED program you'll earn 25pts for each level achieved (Stretch - Engage - Endure)

ALL-INCLUSIVE PUNTA CANA GETAWAY AT RIU PALACE BAVARO
EARN 3200 DREAM GETAWAY POINTS

QUALIFICATION PERIOD: January 1, 2017 - December 31, 2017

SALES											
MONTHLY PQV											
	50 DG POINTS										
	PQV POINTS (FOR EVERY 250PQV)										
PQV QUARTERLY CONSISTENCY (1000 PQV)	50 DG POINTS										
SPONSORING											
SPONSORING (QUALIFIED CONSULTANTS)	10 DG POINTS										
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 500 PQV W/I/N 1ST 30DAYS	20 DG POINTS										
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1000 PQV W/I/N 1ST 30DAYS	30 DG POINTS										
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1500 PQV W/I/N 1ST 30DAYS	40 DG POINTS										
PROMOTIONS											
PERSONAL PROMOTION GARNET	50 DG POINTS										
LEVEL 1 GARNET PROMOTION	25 DG POINTS										
PERSONAL PROMOTION AMETHYST	75 DG POINTS										
LEVEL 1 AMETHYST PROMOTION	50 DG POINTS										
PERSONAL PROMOTION QUARTZ	100 DG POINTS										
LEVEL 1 QUARTZ PROMOTION	75 DG POINTS										
PERSONAL PROMOTION JADE	175 DG POINTS										
LEVEL 1 JADE PROMOTION	125 DG POINTS										
PERSONAL PROMOTION SAPPHIRE & ABOVE	300 DG POINTS										
LEVEL 1 SAPPHIRE & ABOVE PROMOTION	200 DG POINTS										
SEED											
SEED - STRETCH (*)	50 DG POINTS										
SEED - ENGAGE (*)	75 DG POINTS										
SEED - ENDURE (*)	100 DG POINTS										
LEADING YOUR NEW CONSULTANT	25 DG POINTS										
INCENTIVES & EVENTS											
JANUARY INCENTIVE SALES (10000PQV)	100 DG POINTS										
FEBRUARY INCENTIVE SALES (1500PQV)	100 DG POINTS										
MARCH INCENTIVE SALES (2000PQV)	100 DG POINTS										
SPONSORING INCENTIVE (6 NEW QUALIFIED)*	200 DG POINTS										
	50 DG POINTS										
ATTEND CORPORATE EVENT	175 DG POINTS										
ATTEND FIELD EVENT	50 DG POINTS										
HOST A FIELD EVENT	25 DG POINTS										
MONTHLY TOTAL											
QUARTERLY TARGET - ON TRACK TO EARN											

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL

ALL-INCLUSIVE PUNTA CANA GETAWAY AT RIU PALACE BAVARO
EARN 3200 DREAM GETAWAY POINTS

QUALIFICATION PERIOD: January 1, 2017 - December 31, 2017

SALES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MONTHLY PQV	1250	1250	2000	1250	1000	1000	1000	1000	1000	1000	1500	1000	
PQV POINTS (FOR EVERY 250PQV)	5 DC POINTS	25	25	25	25	25	25	25	25	25	25	25	325
PQV QUARTERLY CONSISTENCY (1000 PQV)	50 DC POINTS		50			50			50			50	200

SPONSORING

SPONSORING (QUALIFIED CONSULTANTS)											
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 500 PQV W/IN 1ST 30DAYS	10	DC POINTS		20				10		10	50
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1000 PQV W/IN 1ST 30DAYS	20	DC POINTS	20		20	20					80
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1500 PQV W/IN 1ST 30DAYS	30	DC POINTS	60						30		90
HELP YOUR NEWEST CONSULTANT TO ACHIEVE 1500 PQV W/IN 1ST 30DAYS	40	DC POINTS				40				40	80

PROMOTIONS

[illegible]

SEED

[illegible]

INCENTIVES & EVENTS

JANUARY INCENTIVE SALES (1000PQV)	100	DG POINTS	100
FEBRUARY INCENTIVE SALES (1500PQV)	100	DG POINTS	200
MARCH INCENTIVE SALES (2000PQV)	100	DG POINTS	100
SPONSORING INCENTIVE (6 NEW QUALIFIED)*	200	DG POINTS	200
	50	DG POINTS	50
ATTEND CORPORATE EVENT	175	DG POINTS	175
ATTEND FIELD EVENT	50	DG POINTS	
HOST A FIELD EVENT	25	DG POINTS	

MONTHLY TOTAL	QUARTERLY TARGET	- ON TRACK TO EARN
395	540	535
		200
		140
		380
		105
		120
		230
		105
		295
		155
		3200

6.3

THE 90 DAY SEED PROGRAM

Tips For A Successful Business

Commit to doing the following success tips every week and watch your business grow!

Working your business

1. Schedule three (3) Virtual Parties a week, so you know you will always hold two (2).
2. Speak to five (5) people a day who don't know what you do.
3. Choose a standard day of the week to conduct your 2-3 Host Coaching calls.
4. Once a month, have a Mystery Host Virtual Party!
5. Schedule your daily POWER HOUR.
6. Choose a standard day each week to conduct your follow-up:
 - ___ Phone calls/text messages/Facebook
 - ___ Send thank you notes/texts to those who scheduled a Virtual Party, hosted a Virtual Party or purchased product from a Virtual Party/individually.
7. Choose a standard day to place your product and supply order.

Organizing your business

We recommend Gmail as it integrates with the following business tools:

- ___ Open a separate checking account
- ___ Set up a separate **gemstra** email address
- ___ Set up a Paylution Account (Paylution will contact you)
- ___ Google calendar for booking Virtual Parties and other business appointments
- ___ Google voice number for business messages
- ___ Google Drive/DropBox

Establish standard business calls and activities for each day of the week, Monday through Friday, to give the best possible customer service. Remember, we EARN our customers, we don't own them.



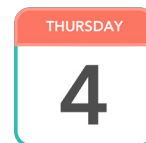
Host Coaching Day



Team Communication
Day



Connect with
Customers Day



Follow Up Day



Place Product / Supply
Order



Hold 2 VPs (90min) in
One Day



Afternoon VP

6.4

SUPPORT TOOLS

Commit to doing the following success tips every week and watch your business grow!

Your Backoffice

Your one-stop place for all your business-related tools and resources

GEMSTRA Website

Our Company's online presence in the Virtual Party industry

New Product Releases

The exciting introduction of new products and fragrances

Gem Conference

[gemstra](#) annual Convention where Consultants around the nation come together

Experience Team

Where your [gemstra](#) corporate staff awaits to serve you and your customers

Business Supplies

Tools and resources to build and promote your business

Wednesday Training with Amie Larson

A "Don't Miss" monthly training call of business coaching

Your Sponsor!

Your personal business coach, mentor and cheerleader!

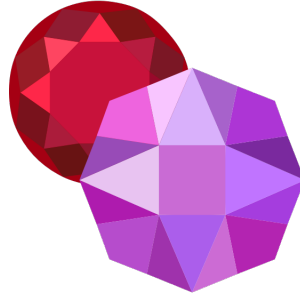
NEXT STEPS

YOU'RE ALMOST THERE!



STEP 1

Review the Comp Plan benefits for "Consultant" and "Garnet" ranks



STEP 2

During your 90 Day Weekly Call In with your Sponsor set your Rank



STEP 3

Share the exciting Dream Getaway details with your family



STEP 4

Complete the "Working Your Business" and "Organizing Your Business" under your "Success Tips"