

We're so happy to welcome you to the **Hello LOVE** Family



We've put together a business plan that is simple, intuitive, and generous because we want every one of our team members to be blessed by our collaborative success. You won't find any complicated commission structures, flashy promises of retiring your husband, or implications that we are going to somehow change the world through Press-On Nails. (But we actually might.)

What you will find is a super playful culture, transparency, and encouragement & support from a corporate team that is here to cheer you on. We will work with you to build a successful brand that will be the gold standard of quality and customer service.

In short, we've created a space for you to make money and have a blast doing it!

Our number one goal is for our Fanatics to make a good income by selling our products

FOUR THINGS THAT SET HELLO LOVE APART

- 1** You will never be pressured to purchase inventory
IN FACT, WE DISCOURAGE IT!
- 2** You will never be pressured to recruit team members
PROMOTIONS AND COMPENSATION AREN'T DEPENDENT UPON IT!
- 3** You will understand our Compensation Plan
IT'S STRAIGHTFORWARD BECAUSE YOU SHOULD KNOW HOW YOU'RE MAKING YOUR MONEY!
- 4** You will not be asked to recite mantras or pledge oaths or wear matching uniforms
WE'RE JUST A PRESS ON NAIL COMPANY PEOPLE - SETTLE DOWN!

We're so grateful that you are willing to step into this journey with us as we grow Hello Love, Inc! This business is the culmination of decades of experience in direct sales and running several successful small businesses, and is truly a dream come true for us that we are excited to share with you. We look forward to working for and with you to make this company the absolute best in the industry!

Ready? Set. We're going to NAIL IT!

There are **3** Ways to Be a Part of the **Hello Love** Family



Purchase anytime, anywhere and enjoy a personal shopping experience from a company that highly values customer service.
NO COMMITMENT



For the fashionista that can't get enough & needs a steady supply, VIP Customers get **FREE** shipping on orders of \$45 or more + access to **VIP ONLY** deals (for personal use).
\$25 ANNUAL MEMBERSHIP FEE



In love with Hello Love Press-On Nails? Join the team as a **FANATIC**... that's when things get seriously fun!
NO MINIMUM SALES REQUIREMENTS TO RECEIVE SALES COMMISSION*
*To receive monthly commissions from your 10-5-5's sales you must have at least \$100 in personal sales to customers

Fanatics Earn:

- ✓ 30% of your sales to Retail and VIP Customers, and a 30% discount on your personal orders
 - ✓ Commission on the sales of your Hello Love family for 3 levels down
 - ✓ Prizes + rewards for hitting sales milestones... individually **AND** with your family
 - ✓ Rewards points with every sale
- We call this your 10-5-5*
- Rewards Points can be used to purchase products, business tools, and travel for company events*

For example, Penelope earns:

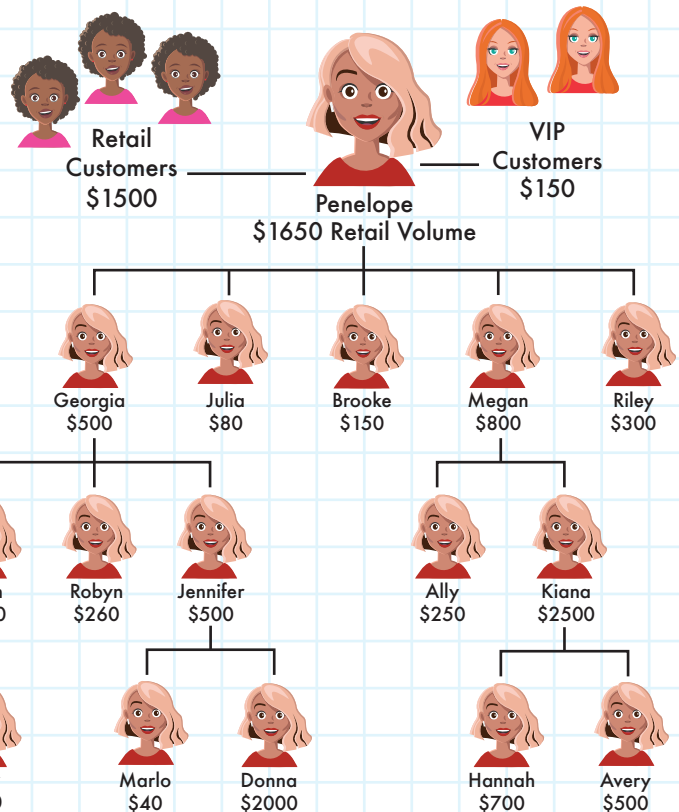
30% of her Retail Volume
 $30\% \times \$1650 = \495

PLUS
10% of the Personal Sales Volume from her Level 1
 $10\% \times \$1830 = \183

PLUS
5% of the Personal Sales Volume from her Level 2 + Level 3
 $5\% \times \$8200 = \410

Penelope's Earnings for the Month:

\$1,088



But wait, there's more...

MONTHLY BONUSES

In addition to sales commission, Fanatics can earn monthly bonuses based on the sales volume of their 10-5-5 family. This includes your Personal Sales Volume (PSV) and the total combined PSV of all the Fanatics in your levels 1, 2, and 3.

WE CALL THIS FSV: FAMILY SALES VOLUME

FSV	\$5,000+	\$10,000+	\$20,000+	\$50,000+	\$100,000+
MONTHLY BONUS	\$25	\$80	\$200	\$600	\$1500

DISCOUNTS ON PRODUCT RELEASES

Fanatics have the opportunity to purchase new line releases early and at a discount. The discount is based on your PSV from the previous season.

PSV	\$1K+	\$5K+	\$10K+	\$25K+
DISCOUNT	40% OFF	50% OFF	75% OFF	FREE

PROMOTIONS, PRIZES, + REWARDS



Title promotions are based on Personal Sales Volume (PSV). Each level can be achieved one time based on either Monthly PSV or Lifetime PSV, so there is opportunity for everyone to be recognized, even if you're not a top earner. Because rankings are based on personal sales achievements, even if you never sponsor another Fanatic at Hello Love, you can still earn promotions.

Team Building is an option - not an expectation - at Hello Love.

MONTHLY RANKS	striped	floral	polka dots	leopard	plaid	heart
MONTHLY PSV	\$500	\$1000	\$2500	\$5K	\$10K	\$15K
LIFETIME RANKS	BLUSH	PINK	RED	GOLD	WHITE	BLACK
LIFETIME PSV	\$1K	\$5K	\$10K	\$25K	\$50K	\$100K
REWARDS POINTS	150	500	1000	2500	5000	10,000
PRIZE	FANATICS WILL CHOOSE A PRIZE FROM THE PRIZE CATALOG EACH TIME THEY HIT A LEVEL PROMOTION					

But wait, we're not done yet!

We call this **Ready. Set. Start!**

We want you to hit the ground running with your Hello Love business! So in addition to all of the compensation we have already laid out, we are also going to reward you for getting off to a strong start!

	★	★ ★	★ ★ ★
Hit these goals in the first 90 days of your business and you'll earn the rewards from each level you hit.	\$500 PSV	\$1000 PSV OR Sponsor 1 Fanatic + \$500 PSV	\$2000 PSV OR Sponsor 2 Fanatics + \$1000 PSV
REWARDS POINTS →	500	500	1000
PRIZE →	Cell Phone Ring Light	Nail Box Display Stand	Insulated Water Bottle + Sticker Pack

FAMILIARIZE YOURSELF WITH THESE TERMS:

10-5-5 The Fantatics in the three levels below you, which is your Hello Love Family.

RETAIL VOLUME (RV) The total amount paid for products purchased by Retail and VIP Customers, not including taxes or shipping fees. Your personal orders are **NOT INCLUDED** in this total. This amount is used to calculate your monthly personal sales commission.

PERSONAL SALES VOLUME (PSV) Your RV **PLUS** the total amount paid for your personal product orders. This amount is used to calculate your discounts, promotions, prizes, and rewards. Your commission on your 10-5-5 is based on their PSV.

FAMILY SALES VOLUME (FSV) The total combined PSV for you and everyone in your 10-5-5. This amount is used to calculate your monthly bonuses, and can be used to achieve leadership promotions.

We have spent hours and hours developing this Compensation Plan, which is based on our own experiences in the Direct Sales Industry. Above all else, we want Hello Love Inc. to be a great business FOR YOU. So please keep in mind that this information is subject to change, as we learn by doing. We are here to listen, and want to know how your experience with Hello Love progresses, so please feel free to reach out to us at any time with your feedback.