



HERBALIFE®

Marketing Plan

How money is earned in Herbalife

THE HERBALIFE MARKETING PLAN



Lifestyle Wellness Group
Home Based Business Systems Since 1995



Jean & Chris Thompson – Executive Presidents Team

4 Ways to earn an Income

- Purchase an International Business Pack IBP

- 1 Retail Profit

ACTIVE INCOME

- 2 Wholesale Profit

- 3 Sales Premiums (royalties)

PASSIVE INCOME

- 4 Bonuses

Volume points is Herbalife's International currency that is the same all over the world. Volume points are used to determine your discount on the products until you become a supervisor. 1vp = R7.50

You

Distributor

Team

customer

B C D E F K L M N
 d, 1685, South-Africa. 27 11 554-1000 - Phone Orders
 Sales Order Fax Order 27 11 805-0899 , DR Fax 086-633-80
 ri. 8:00am - 5:00pm
 00am - 12:00pm
saorderline@herbalife.com

All prices are South African Rand Currency **Distributor Wholesale Price including P&H, FREIGHT, Marketing Fund and V.A.T.**

Product Name	Qty	Volume Points	Earn Base	Unit Price	SUGGESTED SELLING PRICE (Customer Price)	Distributor Wholesale Price including P&H, FREIGHT, Marketing Fund and V.A.T.		
						25%	35%	42%
NUTRITION						0 - 499 VP	500 - 1999 VP	2000 - 4000 VP
al Shake Mix F1- Vanilla	1	23.95	248.34	248.34	314.24	249.13	220.82	201.00
al Shake Mix F1 - Chocolate	1	23.95	248.34	248.34	314.24	249.13	220.82	201.00
al Shake Mix F1 - Strawberry	1	23.95	248.34	248.34	314.24	249.13	220.82	201.00
al Shake Mix F1 - Tropical Fruit	1	23.95	248.34	248.34	314.24	249.13	220.82	201.00
al Shake Mix F1- Cookies and Cream	1	23.95	248.34	248.34	314.24	249.13	220.82	201.00
al Shake Mix F1- Vanilla - Single Sachets NEW	1	1.31	13.60	13.60	17.21	13.64	12.09	11.01
lized Protein Powder F3	1	17.95	202.72	202.72	256.52	203.37	180.26	164.08
Herbs	1	9.00	103.24	103.24	130.64	103.57	91.80	83.56
itamin Complex	1	10.00	115.05	115.05	145.59	115.42	102.30	93.12
KIT with BAG								
art- F1 Vanilla, F2, F3 & Fibre&Herb	1	60.90	669.34	669.34	846.98	671.48	595.18	541.76
art- F1 - Chocolate, F2, F3 & Fibre&Herb	1	60.90	669.34	669.34	846.98	671.48	595.18	541.76
art- F1 - Strawberry, F2, F3 & Fibre&Herb	1	60.90	669.34	669.34	846.98	671.48	595.18	541.76
art- F1 - Tropical Fruit, F2, F3 & Fibre&Herb	1	60.90	669.34	669.34	846.98	671.48	595.18	541.76
art- F1 - Cookies and cream, F2, F3 & Fibre&Herbs	1	60.90	669.34	669.34	846.98	671.48	595.18	541.76
- Herbal Complex	1	15.75	147.92	147.92	187.18	148.40	131.53	119.73
ivator	1	20.50	191.76	191.76	242.65	192.37	170.51	155.21
Complete	1	30.95	321.89	321.89	407.31	322.92	286.22	260.53
nk - Concentrate	1	17.50	173.96	173.96	220.13	174.52	154.69	140.81
ignite-Me Orange flavour	1	15.95	205.45	205.45	259.98	206.11	182.69	166.30
Lemon-Lime Blast flavour	1	15.95	205.45	205.45	259.98	206.11	182.69	166.30
etics® - Herbal Concentrate - 100 gms.	1	34.95	296.73	296.73	375.49	297.68	263.86	240.18
etics® - Herbal Concentrate - 50 gms.	1	19.95	168.60	168.60	213.34	169.14	149.92	136.46
etics® - Lemon-Fruity Herbal Beverage - 50gms	1	19.95	168.60	168.60	213.34	169.14	149.92	136.46
etics® - Raspberry-Fruity Herbal Beverage- 50gms	1	19.95	168.60	168.60	213.34	169.14	149.92	136.46
etics® - Peach-Fruity Herbal Beverage - 50gms	1	19.95	168.60	168.60	213.34	169.14	149.92	136.46

Nutritional program
R800

Retail Income

10

Fixed
50%

Supervisor

customer

R400
profit

Fixed
42%

Qualified Producer

customer

R336
profit

Temp
42%

Success Builder

customer

R336
profit

25%

Distributor

customer

R200
profit

R4000

Wholesale Income

10

Nutritional program
R800

50%

Supervisor

R60000

Distributor
25%

R200 profit

Fixed
42%

Qualified Producer



Distributor
25%

R136 profit

25%

Distributor

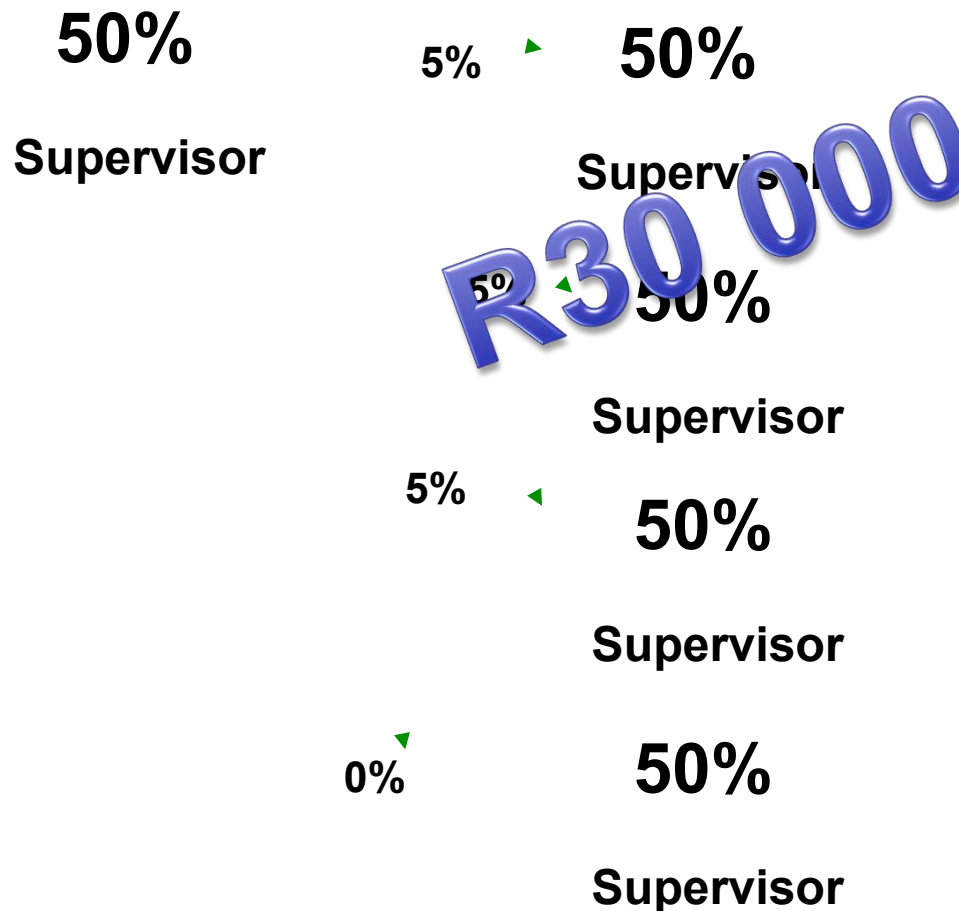


Distributor
25%

R0 profit

Sales Premium (Royalties)

- Nutritional program R800



If each Supervisor just looks after 20 customers and has 1 distributor doing the same you make R3000pm just in royalties

Bonuses for GET MILL & PRES

- Nutritional program R800

50%
Supervisor

5% ▶ **50%**
Supervisor

5% ◀ **50%**
Supervisor

5% ◀ **50%**
Supervisor

2% ;4%;6%;Bonus
50%
Supervisor

Min Passive income excluding
Retail and Wholesale

R12 000- R30 00	R 50 000- R80 00	R 100 000- R300 000+
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GET	MILL	PRES
2%	4%	6%

▼ ▼ ▼

Infinitely Deep

How to Get to Supervisor
CHOOSE were you want *TO START*

1. Supervisor in 1 month

Purchase 4000vp in a single order thereafter

FIXED 50% Discount (initial order 42%)

Invest: R32 000 Retail value: R52 000

Profit R20 000(no matter how long it takes to sell!)

Accumulate 5000vp in 2-12 months

2. Supervisor in 2 months using

Qualified Producer Order

Purchase 2500vp @ **FIXED 42%** in two consecutive months-Invest R20 000 Retail value:R33 000

Profit R13 000 per month

Choose where you want to start

***3. Supervisor in 5 months using
Success Builder Orders***

Purchase 1000vp @ TEMP 42%

Invest R8000

Retail value:R14 000

Profit R5 000

***4. Supervisor in 10 months using
Senior Consultant Orders***

Purchase 500vp @ FIXED 35%

Invest R4000

Retail value:R7 000

Profit R2500

Supervisor with Buddy in 1 month

5000vp

You

2500vp



1

2500vp

Invest R20 000 each

Profit R13 000 each

6000vp

You

2000vp



1

2000vp



2

2000vp

Invest R16 000 each

Profit R10 000 each

7000vp

You

1750vp



1

1750vp

2

1750vp

3

1750vp

Invest R14 000 each

Profit R8 000 each

Retail to Supervisor

***5. Supervisor in 52 weeks using
Single Orders***

Purchase 96vp @ 25% / week

Invest R1000

Retail value: R1250

Profit R250

World Team in your First Month

14 000vp

You

1273vp each

Investment
R10 000each

Profit R6 500 each

All done in 1
calendar month

1

2

3

4

5

6

7

8

9

10

Your Next Step:

- **Contact your sponsor to let them know which method you would like to use to get to the Supervisor level – chose one!**
- **Supervisor order** -Qualify in 1 month 4000vp
- **Qualified Producer order**– Supervisor in 2 months 2500vp or possible Buddy
- **Success Builder order** –Supervisor in 5 months 1000vp
- **Senior consultant order** 500vp Supervisor in 10 months
- **Distributor Order** 96vp/week Supervisor in 52 Weeks