



“THE PRELAUNCH OF THE DECADE”

So... What's All This Secrecy About?

- With this one of a kind business model, confidentiality, until the time is right, is an absolute *must*
- The founders have created a truly unique approach to the traditional MLM matrix based business model
- The entire compensation plan, and the way it integrates with the product line, is so powerful, so lucrative, and such a well rounded 360 degree solution that the creators simply cannot afford to allow all the details to surface too soon
- Think of this as the Invention of the Century – If you were the inventor, you would no doubt do everything in your power to protect your concept right up until the day you're ready to release it to the public



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The Following Information Release Is Intended To Be An Overview Only

Detailed Breakdowns of Each Component of the Compensation Plan, Including Diagrams and Videos, as Well as the Product Line, Available Membership Levels and Benefits of Each, and Price Points Will All Be Released Regularly Throughout the Duration of the PreLaunch Phase

It is important for you to login to your PreLaunchBuilder.com member's area regularly to check for new information releases

The Official Launch date has been predetermined but will not be announced until we are absolutely certain everything is ready and fully tested

During the last part of the PreLaunch phase we intend to hold live webinars several times a day to ensure that everyone has an opportunity to learn everything about the product and comp plan

And YES, This IS a Worldwide Opportunity



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What Is The Product?

The Primary Product is a new **List Mailer** (also referred to as a List Builder)

Some of the benefits of a list mailer include, but are not limited to:

- You do not need a preexisting list of your own
- You can build a list by leveraging the work of many
- You can send your solo ad to tens of thousands of targeted recipients at regular intervals for pennies on the dollar
- You do not need a mass mailer program, autoresponder, capture pages, a hosting service, or any HTML or programming knowledge
- The people who open and read your emails are genuinely interested in them and therefore very responsive
- You can never be accused of spamming anyone
- The deliverability rate is always going to be 80-90% or higher



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This List Mailer Has a *Twist!*

So what's the Twist, you ask?

- Most list mailers use a single tier commission program. If you want to cover your cost you must go out and personally get at least 2 product sales.
- With OUR list mailer, any member in the top 3 membership levels participates in our full MLM compensation plan. The first 2 people who fall on your first level cover your product cost. **You Break Even with Just TWO** and it doesn't matter who is responsible for those 2 sales. It can happen from spillover or from personal sales or a combination of both.



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This is NOT Just Another MLM

This is Grassroots MLM – What the concept of Multi-Level Marketing was originally designed to accomplish

- A common practice in the MLM industry is to use some sort of qualification to earn based on efforts made to generate sales. In short, if you don't sell, you don't earn.
 - ❖ *Qualification is not a solution and cannot be used.*
- Every member, whether generating new sales or just purchasing the product, must be allowed to earn income from the business model without prejudice.
- Financial reward & larger compensation in the form of additional income streams or bonuses are used to reward those customers who are actively acting as sales reps and generating additional product sales beyond their own monthly purchase.



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Compensation Plan Overview

- Base Income
- Progressive Income
- Royalties Income
- Bonus System

The Top 3 Membership Levels

Participate in Our Full
MLM Compensation Plan



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**In Order to Fully Comprehend and Appreciate this New Compensation Model
it Helps to First Understand What We Started with and Built Upon and How
We Tackled this from a Problem / Solution Perspective**

We started with two popular matrix models, merged the two together, and enhanced the system to overcome the inherent flaws associated with each one

- A Traditional Binary Forced Matrix Model
- A Multi-Phase Cycling Matrix Model

Having a basic knowledge of each of these models will help you understand how our **Hybrid Overlaid Matrix System** (HOMS) works



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A Binary Forced Matrix Model

Typically based on a monthly cost which creates a monthly residual income. Has a fixed width and depth so that new people coming in are ‘Forced’ into the next available (empty) position.

- Every time a position in your matrix is filled, it increases your monthly income
- One problem with this type of matrix model is it doesn’t normally have a very high payout
- Another problem is it usually takes quite a few positions being filled to allow the member to break even



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A Multi-Phase Cycling Matrix Model

Typically based on a low one-time entry cost with a large “jackpot” lump sum payout at the end

- Made up of multiple fixed size matrices. You start off in the first matrix, traditionally referred to as Phase 1, and move from one Phase to the next.
 - We call each Phase a Class in our system, as it correlates with rank advancement more so than position movement
- Your matrix must completely fill up before you *Cycle*
- When you Cycle you earn some amount and get a paid entry into the next matrix
- The entry cost for each subsequent matrix is always exponentially greater than the previous matrix, thereby increasing the payout amount as you progress through the phases (Classes)



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- Once you move to the next matrix, you are then basically starting over again, with nobody in your new matrix yet, which creates long and sometimes endless gaps in earnings
- Multi-Phase Matrix models are popular because of the low one-time cost. Most people do not understand that advancement requires exponentially greater numbers of members joining behind you. The more matrices introduced, the more unrealistic it becomes that you will ever advance any further. These types of companies commonly receive 50-80% *Breakage*.
- *Breakage* – occurs when there are commissions generated but not paid out to members because nobody ‘qualifies’ for them. The company retains those funds as additional and Massive revenues aside from their basic calculated margin.

The HOMS Model has ZERO Breakage



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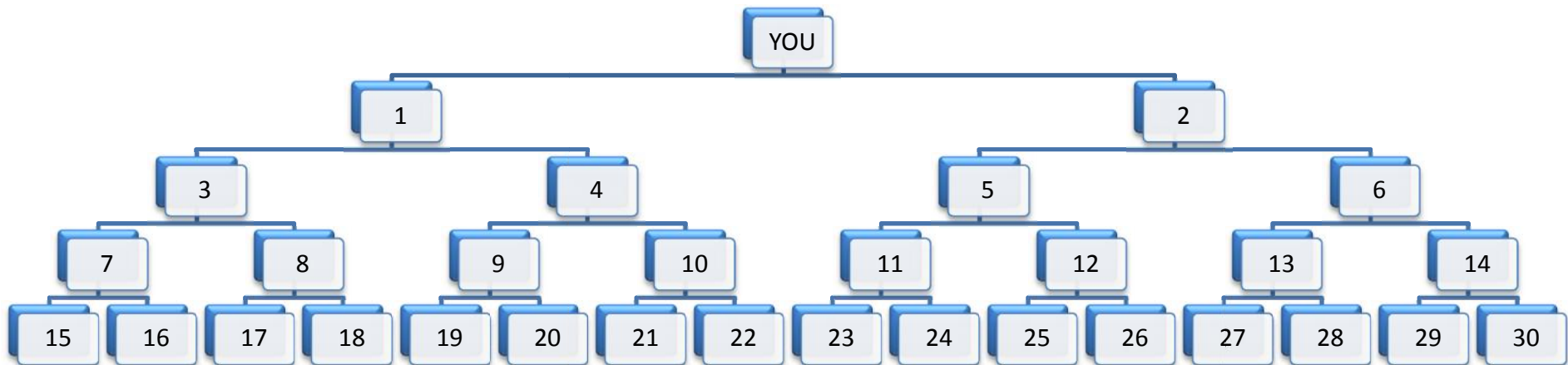
HOMS: The SOLUTION

- The HOMS model is based on a monthly cost so it becomes a residual income earner
- Each of the income streams, and our bonus system, are designed to give you all the benefits of the two matrix models we developed HOMS from, while eliminating all the negatives associated with each one
- Based on a small, narrow, 2x4 matrix system. A 2-wide structure maximizes the potential for massive spillover. The limited depth minimizes the number of positions required to fill in order to advance to the next Class.
- The HOMS model does not use multiple boards (or matrices). Instead, try to picture several 2x4 matrices **Overlaid** one on top of the other. Your position never really moves from matrix to matrix. As your matrix for any particular Class fills, you simply advance to the next Class. We display the Classes using color codes. For example, if you just joined and you are in the Class 1 matrix, you would show up as Yellow. When you advance to Class 2 you will change color to Blue. You can then easily see who in your downline has achieved what Class.



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A Simple 2x4 Matrix



**When just 30 positions are filled in your matrix
you Advance to the next Class**



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Income Stream #1 – BASE INCOME (No Sponsoring Required)

With the exception of Class 1*, which is special, every position that fills in your matrix increases your Base Income

- You do NOT have to wait until your matrix completely fills to earn something
- Your Base Income is a monthly residual income
- When you advance to the next Class, the previous Class Base Income continues to pay you every month

* Class 1 is the only Class that does not pay out something on every position in the matrix. The reason being, half of the revenues available are put on your 1st Level so the first 2 people falling in those positions puts you at **Break Even**, regardless of who sponsored those 2 people.



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Income Stream #2 – PROGRESSIVE INCOME (No Sponsoring Required)

- As your matrix fills, you are not only increasing your Base Income. You are also building up the entry cost required to pay your way into the next Class. That entry fee is what is used to pay out commissions in that next Class.
- If you have advanced to Class 2, but nobody in your downline has advanced to Class 2 yet, you have no Class 2 Base Income yet. Every month your downline is building up their entry cost into the next Class. At the end of the month, if they move into Class 2, great, your Class 2 Base Income increases. If, by the end of the month, they have not advanced to Class 2 yet, they have still generated some portion of that entry cost.



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- We pay that money to our members, in the form of Progressive Income, rather than keeping it as breakage.
- This money is from your downline *Progressing* toward the next Class, hence the name Progressive Income.
- At the end of the month we calculate all Progressive Income and pay it out 5 levels up. This way it is always possible to earn Progressive Income on multiple Classes.
- Progressive Income can potentially equate to 5 to 10 times (or more) your Base Income.

Understand this is vastly different than anything you have ever been a part of. What you need to realize is that you are getting paid although you haven't filled your Class matrix yet. You are paid on the PROGRESS of that Class filling.



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Income Stream #3 – ROYALTIES INCOME (Based Entirely on Personal Sponsorships)

The Royalties Income is our Massive Reward system for Leaders and Active Marketers. It stems from the original concept and goals that Multi-Level Marketing was designed to accomplish. **Compensate those who sell the product.**

As an active marketer, every person you sponsor provides additional spillover for your downline. That causes you and them to progress through the classes, increasing your Base Income and Progressive Income and theirs and causing more and more people to reach or pass the break even point. But since you are the one doing most of the work, you deserve to reap some heavy rewards every month. The Royalties Income, for all intensive purposes, can dwarf the other income streams.



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Full details and disclosure on the workings of this reward system are forthcoming, when we break down each income stream in a near future release.

Until then – Know This...

- Too many MLM companies over the years have gotten away from the original intent by altering compensation plans such that they end up rewarding the wrong people when a product sale occurs. Our Royalties Income is designed to reward the people responsible for bringing those dollars in the door, every time.
- Royalties can equate to 5 to 20 times (or more) that of your Base Income
- You open up the Royalties Income with the very first person you sponsor



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BONUS SYSTEM

Everyone who joins starts out as an APPRENTICE

As an Apprentice you have not sponsored anyone yet

- You Can Still Earn Without Sponsoring
- There is No Cap on Income
- No Limitations on Class Advancement

BUT, with just a little bit of effort, you can increase your income by 50-100%

Sponsor just ONE person and become a Journeyman

- A Journeyman earns 150% of what an Apprentice earns in Base and Progressive income

Sponsor just TWO people and become a Master

- A Master earns 200% of what an Apprentice earns in Base and Progressive income