

## CERULE MEMBER FINANCIAL PROJECTIONS

Merger of traditional MLM approach with our new more comfortable approach with Residual Income Success Plan  
 No sales, no meetings, comfortable marketing plan developed with coach... but need to work with GPN to help team members duplicate

**Assumptions:**

All members get one new member every two months and help new team members do the same  
 Average monthly autoship order: \$100 (50% order just one bottle & 50% order wellness pack of 3 bottles)  
 Average Fast Start Bonus on personal enrollments: \$235  
 Average Fast Start Bonus on downline enrollments: \$20  
 Prospect to Member Conversion Rates:  
 Referrals: Every 4 referrals gets you one new member  
 MLM Leads: Every 10 leads in system gets you one new member  
 DFY Leads: Every 5 shares purchased gets you one new member (3 shares/month should attain your average of 1 member/2 months)

**Base Model: You get one new person enrolled every two months and duplicate that with new team members**

Month	Start	2	4	6	8	10	12	14	16	18	20	22	24
	1	2	4	8	16	32	64	128	256	512	1,024	2,048	4,096
Monthly Residual		\$14	\$28	\$56	\$112	\$224	<b>\$448</b>	\$640	\$1,280	\$2,560	\$5,120	\$10,240	<b>\$20,480</b>
Fast Start Bonuses (Average)		\$235	\$255	\$295	\$375	\$535	<b>\$855</b>	\$1,495	\$2,775	\$5,335	\$10,455	\$20,695	<b>\$41,175</b>
							<b>\$2,550</b>						<b>\$81,930</b>

**Accelerated Model:**

**You get 3 new members in your first 2 months (Fast Start Program) & then one every 2 months thereafter & everyone else just duplicates with one every two months**

Month	Start	2	4	6	8	10	12	14	16	18	20	22	24
	1	4	8	16	32	64	128	256	512	1,024	2,048	4,096	8,192
Monthly Residual		\$28	\$56	\$112	\$224	\$448	<b>\$896</b>	\$1,280	\$2,560	\$5,120	\$10,240	\$20,480	<b>\$40,960</b>
Fast Start Bonuses (Average)		\$705	\$295	\$375	\$535	\$855	<b>\$1,495</b>	\$2,775	\$5,335	\$10,455	\$20,695	\$41,175	<b>\$82,135</b>
							<b>\$4,260</b>						<b>\$162,570</b>

**PLUS Potential Rank Advancement Bonuses of \$2,700-\$10,150 over time**  
**PLUS Car Bonus after hit 15K - \$150-\$1500/month**  
**PLUS Matching Bonuses after hit 25K Level**

**Disclaimer:**

The examples outlined in this projection chart are hypothetical examples that are intended to explain income potential in the compensation plan associated with the Cerule business opportunity.

These hypothetical examples are not representative of the income, if any, that a Cerule Independent Business Owner (IBO) can or will earn through his or her participation in the Cerule business opportunity with or without the GPN Team.

These figures should not be considered guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading.

Success with the Cerule business opportunity, even with the GPN platform, will only result from committed and continuous implementation of your marketing/recruiting plan every month. supporting your Cerule team members to help them create success. You, in turn, are also responsible for effectively and continuously.