

# CREATING INCOME

Hopefully, Chapters 1 and 2 helped strengthen your belief in Juice Plus+®, NSA, the income potential, and your own ability to succeed! This chapter will present the marketing plan, designed with NSA's mission statement in mind: *to build a stable and lasting company that will help as many people as possible realize their dreams.*

**Your income is derived from three areas:**

- 1. RETAIL PROFIT**
- 2. COMMISSION**
- 3. BONUSES FOR DEVELOPING A TEAM**

**1. RETAIL PROFIT**

\$156 RETAIL Preferred Customer Cost of Orchard/Garden blends (four-month supply)  
 - 135 WHOLESALE Cost  
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 \$ 21 RETAIL PROFIT

**2. COMMISSION**

6%, 14%, or 22%

- 6%, 14%, or 22% on what? On PVC, which stands for *Purchase Volume Credit*. PVC is 75% of the wholesale price. For example: 1 box of Juice Plus+® Orchard and Garden blends at \$135 wholesale x 75% = 101.25 PVC

Distributor Level	Retail Profit	Commission	Total Profit: Box JP+
Direct Distributor (DD) 6%	\$21 +	(6% x 101.25 PVC) = \$6.07	\$27.07
Virtual Franchisee (VF) 14%	\$21 +	(14% x 101.25 PVC) = \$14.17	\$35.17
Sales Coordinator (SC) 22%	\$21 +	(22% x 101.25 PVC) = \$22.27	\$43.27

**\$21, \$27.07, \$35.17, or \$43.27 – Which would you prefer?** It just makes sense to get to the highest pay level as quickly as possible. **How do you qualify?**

**Accumulate Volume or Fast Track**

- **Accumulate 2,000 PVC** (approximately 20 Orchard and Garden orders) **over any amount of time or cut your volume requirement by 3/4 – acquire 500 Personal PVC** (approximately five Orchard and Garden orders in your number) **within 1-30 days and FAST TRACK**  
 to 6% commission, our Direct Distributor position
- **Accumulate 6,000 PVC** (approximately 60 Orchard and Garden orders) **over any amount of time or cut your volume requirement by 2/3 – acquire 2,000 PVC** (approximately 20 Orchard and Garden orders) **within 60 days and FAST TRACK**  
 to 14% commission, our Virtual Franchisee position

*All positions are cumulative and permanent and there are no minimal monthly requirements.*