



This Growth Incentive Program marks a new era of balanced revenue, opportunity and freedom...rewarding sustainable business practices, offering more bonuses to more people, and encouraging growth in North America.

It will appeal to all IBO leaders and encourage your organizations to reach new goals. These discretionary awards work with the Amway IBO Compensation Plan providing more ways to make money.

The 2014 Growth Incentive Program is intended to help you set long-term goals and grow your business in North America.

**New IBO Incentive**

Qualify for \$50 cash award 3 times within their first 6 months. (\$150 maximum)

- Purchase a qualifying Amway Product Pack.
- Generate 150 personal PV with 50 retail PV.

**First Step Bonus**

\$100 First Step Bonus earned when 2 new legs earn \$50 New IBO Incentives.

**Balanced Sponsor Bonus**

\$200 Balanced Sponsor Bonus earned when a 3rd leg is added within the same 6 months who also earns a \$50 New IBO Incentive.

**Upline Payments**

Mentor: \$75 when \$200 Balanced Sponsor Bonus is paid downline to IBOs you sponsor.



**Your First Steps**

**Step 1**

150 PV  
 50 PV Client Volume  
 100 PV Personal Volume  
 + Bonuses  
 = Approx. \$100.00



**Step 2**

600 PV  
 Sponsor 3 IBOs at 50/150  
 Teach New IBOs 50/150  
 Repeat 50/150 Yourself  
 + Bonuses  
 = Approx. \$510.00



**Step 3**

1950 PV  
 Help your 3 IBOs Sponsor 3  
 Teach New IBOs 50/150  
 Repeat 50/150 Yourself  
 + Bonus  
 = Approx. \$1,711.50



### ***Higher pin awards with FAA credits***

Many Business Owners build their businesses by creating leaders in depth in addition to developing frontline Platinums. AMWAY® rewards this effort by allowing you to use FAA points to qualify for Founders Diamond and above pins, recognition, one-time cash awards, and more. To qualify by legs, Business Owners must be an Emerald Bonus recipient. To qualify by FAA credits, a Business Owner must be a Diamond Bonus recipient and have a minimum of 8 FAA credits.

<b>PIN LEVEL</b>	<b>BY LEGS</b>	<b>BY FAA CREDITS</b>
Founders Diamond	Six 12 month legs or	8 credits
Executive Diamond	Nine 6 to 11 month legs or	10 credits
Founders Executive Diamond	Nine 12 month legs or	12 credits
Double Diamond	Twelve 6 to 11 month legs or	14 credits
Founders Double Diamond	Twelve 12 month legs or	16 credits
Triple Diamond	Fifteen 6 to 11 month legs or	18 credits
Founders Triple Diamond	Fifteen 12 month legs or	20 credits
Crown	Eighteen 6 to 11 month legs or	22 credits
Founders Crown	Eighteen 12 month legs or	25 credits
Crown Ambassador	Twenty 6 to 11 month legs or	27 credits
Founders Crown Ambassador	Twenty 12 month legs or	30 credits

### ***FAA Cash Awards***

<b>FAA LEVEL</b>	<b>FIRST TIME AWARD</b>	<b>REQUALIFICATION AWARD</b>
8 FAA credits		\$28,000
12 FAA credits		\$56,000
16 FAA credits		\$112,000
20 FAA credits		\$168,000
25 FAA credits		\$224,000
30 FAA credits		\$336,000
35 FAA credits		\$448,000
40 FAA credits	\$1,120,000	\$560,000
45 FAA credits	\$1,680,000	\$672,000
50 FAA credits	\$2,240,000	\$784,000
55 FAA credits	\$2,800,000	\$896,000
60 FAA credits	\$3,360,000	\$1,008,000
65 FAA credits	\$3,920,000	\$1,120,000
70 FAA credits	\$4,480,000	\$1,232,000

## INVITATIONAL CONFERENCES

### New Platinum Conference

Newly qualified Platinums will be invited to a 3-day, expenses-paid New Platinum Conference that provides inspiration, motivation, and information to grow as a leader. Also provides an opportunity to connect with executives from AMWAY® and the Independent Business Owners Association International (IBOAI).

### Achievers Invitational

Eligible IBOs are treated to Amway's largest business conference of the year. Featuring inspiring business meetings, excellent sales and product training, a recognition gala, great entertainment and leisure time activities. To be eligible for an invitation IBOs need to achieve the following:

1. Qualified Q12 Growth Incentive Recipients and/or
2. Qualified Sapphires and above
3. Qualify for 10 or 11 Q12 months and 90,000 PGV (Ruby Volume)

### Diamond Club

*Diamond Club* is a unique combination of sun, fun, business and relaxation. Business Owners are eligible when they qualify or requalify at the Diamond level or above.

1. Participants must achieve a monthly average of 150 Personal PV during the current Fiscal Year to be eligible for annual cash awards and trips.

### Executive Diamond Club

*Executive Diamond Club* elevates all that is Diamond Club to an even higher level. Business Owners are eligible when they qualify or requalify at the Executive Diamond Level or above.

1. Participants must achieve a monthly average of 150 Personal PV during the current Fiscal Year to be eligible for annual cash awards and trips.

### North America Growth Council

Amway's premier recognition event and strategic planning conference for some of the highest achieving IBOs in North America.

Invitations are extended to IBOs who achieve Diamond Bonus, are qualified EDC, with at least 3 in-market Q12 legs, 84 in-market Qs or 10 in-market FAA credits or 72 in-market Qs plus at least 6 new Qs in the year of qualification.

### Peter Island Program

This truly elite conference at Peter Island Resort in the British Virgin Islands offers a week of unsurpassed enjoyment and luxury combined with business. To be eligible, a Business Owner must qualify as a new Diamond, and thereafter must qualify based on growth within their Diamond business. You can qualify by meeting one of these requirements:

- a) Qualify as a new Diamond and achieve three Peter Island credit points - 1 trip, or
- b) Requalify as a Diamond, be a Diamond Bonus Recipient (DBR), meet PI Goal - 1 trip, or minimum goal after meeting your first trip qualification is 4.5 credits
- c) Requalify as a Diamond, be a DBR, and have 12 Peter Island credits - 1 trip, or
- d) Requalify as a Diamond, be a DBR, and have 18 Peter Island credits - 2 trips, or
- e) Qualify as a new Crown Ambassador who is a DBR - 1 trip in addition to that earned based on a, b, c, or d.\*

\* In addition to weeks earned based on credits.

PETER ISLAND CREDIT CALCULATION	IN MARKET LEG QUALIFICATION
5	6-11 months
1.0	12 months
1.5	Emerald Bonus
3.0	Diamond Bonus

Note: Trip must be used within 2 years of qualifying.

## Growth Incentive Program

### One-time Cash Awards

New Platinum	\$2,500 and New Platinum Conference Invitation
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New Sapphire New Founders Sapphire	\$5,000 or \$7,500
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New Emerald New Founders Emerald	\$15,000 or \$20,000
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### MONTHLY VOLUME AWARDS

Platinum Plus Generate 10,000 PV – 12,499 PV in Personal Group Volume (PGV) for any month	(1% of PGV)
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or Platinum Elite Generate 12,500 PV or more in PGV for any month	(3% of PGV)
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### ANNUAL Q12 AWARDS

Q12 for PGV Generate 12 GI months with 7,500 PV in PGV or qualify using downline-development options***	Achievers Invitation and \$15,000
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Q12 for Platinum Plus Generate 12 GI months with 10,000 PGV or qualify using downline-development options***	Achievers Invitation and \$20,000
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\*\* Award Volume = Personal Group (Ruby) Volume is personal volume and pass-up volume (non-25%) from non-Platinum legs.

\*\*\* See 2013 Growth Incentives program brochure for more details.

## AWARDS

### Push to PLATINUM

One-time	\$2,500
Monthly	Platinum Plus and/or Platinum Elite
Annual	Q12 Award of \$15,000 or \$20,000

### Soar to SAPPHIRE

One-time	\$5,000 or \$7,500
Monthly	Platinum Plus and/or Platinum Elite
Annual	Q12 Award of \$15,000 or \$20,000

### Elevate to EMERALD

One-time	\$15,000 or \$20,000
Expansion (details below)	\$25,000 or \$50,000 or \$75,000
Monthly	Platinum Plus and/or Platinum Elite
Annual	Q12 Award of \$15,000 or \$20,000

### Drive to DIAMOND

Expansion (details below)	\$100,000 or \$125,000, \$200,000 or \$250,000
Monthly	Platinum Plus and/or Platinum Elite
Annual	Q12 Award of \$15,000 or \$20,000

## New Growth Incentive Program

### EXPANSION AWARDS

For Emerald Bonus Recipients: and Achievers Invitation

- With 36 Qs and 4,000 monthly PG/Ruby Volume (48,000 Annual) \$25,000 or
- With 36 Qs and 7,500 monthly PG/Ruby Volume (90,000 Annual) \$50,000 or
- With 36 Qs and 2,500 monthly PG/Ruby Volume (30,000 Annual) \$75,000 or  
plus at least 6 new Qs†
- With 36 Qs and 300 monthly PG/Ruby Volume (3,600 Annual) \$75,000  
plus at least 12 new Qs†

For Diamond Bonus Recipients: and Achievers Invitation

- With 54 Qs and 4,000 monthly PG/Ruby Volume (48,000 Annual) \$100,000 or
- With 54 Qs and 4,000 monthly PG/Ruby Volume (48,000 Annual) \$125,000 or  
plus at least 6 new Qs†
- With 60 Qs and 4,000 monthly PG/Ruby Volume (48,000 Annual) \$125,000 or
- With 60 Qs and 4,000 monthly PG/Ruby Volume (48,000 Annual) \$150,000 or  
plus at least 6 new Qs†
- With 72 Qs and 2,500 monthly PG/Ruby Volume (30,000 Annual) \$150,000 or
- With 72 Qs and 2,500 monthly PG/Ruby Volume (30,000 Annual) \$175,000 or  
plus at least 6 new Qs†
- With 72 Qs and 7,500 monthly PG/Ruby Volume (90,000 Annual) \$200,000 or
- With 72 Qs and 7,500 monthly PG/Ruby Volume (90,000 Annual) \$250,000 or  
plus at least 6 new Qs†
- With 84 Qs and 2,500 monthly PG/Ruby Volume (30,000 Annual) \$200,000 or
- With 84 Qs and 2,500 monthly PG/Ruby Volume (30,000 Annual) \$250,000  
plus at least 6 new Qs†

† Must exceed 2013 Q baseline

## Business Conferences and Exclusive Rewards

- New Platinum Conference
- Achievers Invitational
- Diamond Club
- Executive Diamond Club
- Peter Island / Diamond Dreams (See GI)
- Founders Achievement Awards (FAA)
- Global Founders Council
- North American Growth Council

## Building Internationally

As an AMWAY® IBO, you have marketing rights to expand your business in over 80 countries and territories. Being part of the Yager Group, you are a part of one of the most successful Global AMWAY Teams.

IBOs have two options for building internationally: **Sponsoring Internationally** or a **Second Business**.

**Sponsoring Internationally** provides you an opportunity to successfully start and grow your business globally without having to live in, spend long periods of time in, or even travel to the country(ies) of interest, requiring a money investment as well. The Yager Group can connect you with the existing resources of established Amway business owners throughout the world. International Sponsoring can increase your potential income and can help friends in other countries start their own business with local Yager Group support.

The Yager Group website, [www.ibolead.com](http://www.ibolead.com), has more information on international sponsoring and IBOs can use that site to submit their international prospect lead.

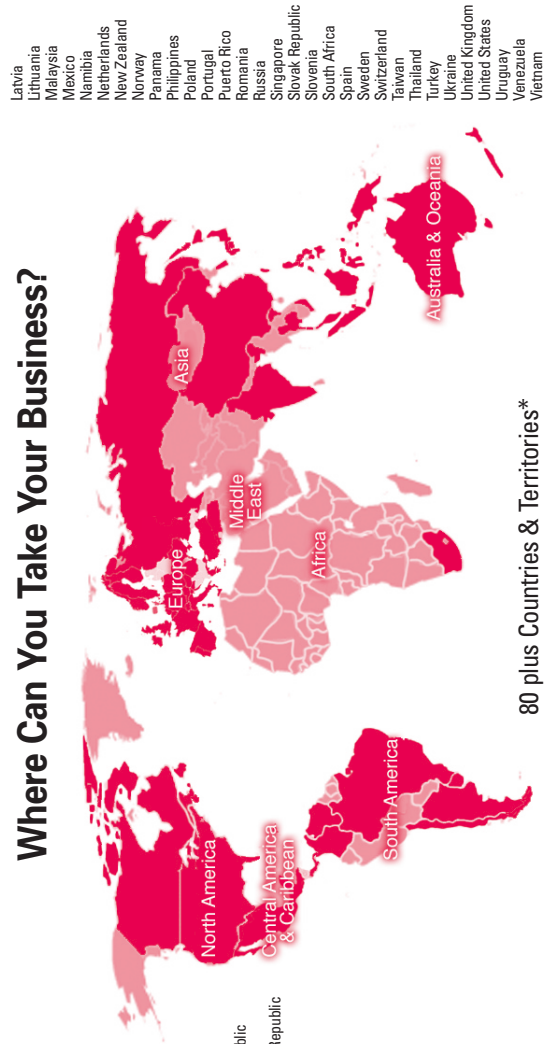
Opening a **Second Business** in a foreign country is also possible in most foreign countries. A Second Business might be the preferred option to IBOs who answer YES to ALL of the following questions:

- Do you have a thorough understanding of the country, its people, and its culture?
- Do you speak the local language fluently?
- Do you have a significant number of contacts in the country?
- Do you plan to travel frequently to support your business just as you would in developing a new distance group in your home market?
- Do you have the finances to support trips, hotel and other expenses necessary to frequently support your business in that country?

Consult with your upline Emerald/Diamond for advice as to the best option for your business.

Argentina  
Australia  
Austria  
Belgium  
Botswana  
Brazil  
Brunei  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Dominican Republic  
El Salvador  
Estonia  
Finland  
France  
Germany  
Greece  
Guatemala  
Honduras  
Hong Kong  
Hungary  
India  
Indonesia  
Ireland  
Italy  
Japan  
Korea

## Where Can You Take Your Business?



80 plus Countries & Territories\*\*

\*\*For a full list, see Amway.com.

# 12 WAYS TO MAKE MONEY

1. Retail Profit .....Up to 35%

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2. Performance Bonus ....3% up to 25% Monthly

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3. Ruby Bonus .....2% Monthly

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4. Leadership Bonus .....4% Monthly

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5. Depth Bonus .....1% Monthly

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6. Emerald Bonus .....1/4% of 1% Annually

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7. Emerald Profit Sharing Bonus  
.....1/4% of 1% Annually  
(shared by all qualified Emeralds and up)

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8. Diamond Bonus .....1/4% of 1% Annually

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9. Diamond Plus .....1/4% of 1% Annually

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10. One-Time Cash Awards .....Varies

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11. Founders Achievement Awards (FAA)....Annually

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12. Growth Incentives (GI) .....Varies

Refer to Amway Business Reference Manual and 2013 Growth Incentive Brochure for detailed information on bonus qualifications.

## 1. Retail Profit:

*Keep the difference between your IBO cost and the retail price paid by your customers.*

## 2. Performance Bonus:

### Additional Incentives

Total Monthly Point Value	Performance Bonus (% of BV)
15,000*	6%
12,500	3%
10,000	1%

\* At 15,000 there is a total of 6%. 2% monthly BV bonus paid to you when you reach 15,000 PV on your personal group Ruby volume as part of the Business Plan. Additional 4% shown above comes from Amway's Growth Incentive (GI).

### PERFORMANCE BONUS SCHEDULE

7,500	25%
6,000	23%
4,000	21%
2,500	18%
1,500	15%
1,000	12%
600	9%
300	6%
100	3%

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## 3. Ruby Bonus \*

*2% monthly BV bonus paid to you when you reach 15,000 PV on your personal group Ruby volume*

#### 4. Leadership Bonus:

4% monthly BV bonus paid to all qualified Silver Producers and above for developing front line 25% leg based on their group volume.

#### 5. Depth Bonus:

1% monthly BV bonus paid to you when you develop three frontline Silver Producers and above, who then develop at least one 25% leg beginning with your second level in depth and extending below the next downline who qualifies for the Depth Bonus.

#### 6. Emerald Bonus:

1/4% of 1% bonus paid on total downline annual BV to you when you develop three qualified Platinum legs. It is a national BV Bonus pot paid on a point-based formula.

#### 7. Emerald Profit Sharing Bonus:

1/4% of 1% of annual BV paid to all qualified Emeralds and above.

#### 8. Diamond Bonus:

1/4% of 1% of your total annual BV as a bonus paid to all qualified Diamonds and above. It is a national BV Bonus paid on a point-based formula.

#### 9. Diamond Plus Bonus:

1/4% of 1% of your total annual BV as a bonus paid to you for developing seven or more Platinum legs. \$100-\$500 per month per Platinum leg based on the number of legs you have qualified.

#### 10. One-Time Cash Awards (OTCA) for new pins:

Double Diamond .....	\$42,000
Founders Double Diamond .....	\$56,000
Triple Diamond .....	\$70,000
Founders Triple Diamond .....	\$84,000
Crown .....	\$112,000
Founders Crown .....	\$140,000
Crown Ambassador .....	\$168,000
Founders Crown Ambassador .....	\$196,000

#### 11. Founders Achievement Award (FAA):

##### FOUNDERS ACHIEVEMENT AWARDS

These annual discretionary cash awards are presented to Business Owners who demonstrate extraordinary business development and exhibit high ethical and business standards. To qualify for this award, a Business Owner must be a Diamond Bonus recipient and have a minimum of 8 FAA credits. FAA credits are calculated as follows:

##### FAA credit calculation

DOMESTIC LEG	=	FAA CREDITS
12-month leg		1.0
Emerald Bonus leg		1.5
Diamond Bonus leg		3.0

INTERNATIONAL #2 BUSINESS	=	FAA CREDITS
#2 Business 12-month leg		1.0
#2 Business Emerald Bonus leg		1.5
#2 Business Diamond Bonus leg		3.0-6.0
Internationally Sponsored 12-month leg		0.5