



# LEO MARKETING PLAN

[www.LearnEarnOwn.com](http://www.LearnEarnOwn.com)

Rank	Total Rank Points (MIN)	Rank Points in Lesser Team	Team Building Bonus	Network Bonus	Matching Bonus	Rank Award	Business Ownership Award	Lion Award	Network / Matching Bonus Weekly Cap	Resetting of BP & RP
			(Personal Sales)	(lesser team sales)	Percentage / Levels					
Vice President	4x GMD	2x GMD	10%	10%	30% / 10 levels	**Property Award £1M	Now Available	Now Available	£15,000	NONE
Global Marketing Director	20,000,000	10,000,000	10%	10%	30% / 10 levels	**Property Award £300k	Now Available	Now Available	£15,000	NONE
Regional Marketing Director	10,000,000	5,000,000	10%	10%	30% / 10 levels	**Award £100k	Now Available	Now Available	£15,000	NONE
National Marketing Director	5,000,000	2,500,000	10%	10%	30% / 10 levels	**Award £20k	Now Available	Now Available	£15,000	NONE
Marketing Director	2,000,000	1,000,000	10%	10%	30% / 10 levels	**Car Award £10k	Now Available	Now Available	£15,000	NONE
Director	1,000,000	500,000	10%	10%	30% / 10 levels	**Office / Rolex £5k	Now Available	Now Available	£15,000	NONE
Senior Executive	500,000	250,000	10%	8%	30% / 10 levels	**MacAir / Projector £2k	*£20,000	***£100,000	£15,000	NONE
Executive	200,000	100,000	10%	8%	30% / 10 levels	Executive Trip	*£20,000	***£100,000	£15,000	NONE
Coordinator	100,000	50,000	10%	8%	30% / 10 levels	**iPad	*£20,000	***£100,000	£15,000	NONE
Senior Associate	50,000	25,000	10%	8%	30% / 10 levels	**iPhone	*£20,000	***£100,000	£15,000	NONE
Associate	20,000	10,000	10%	8%	30% / 10 levels	£1,000	*£20,000	***£100,000	£15,000	NONE
Platinum	6,000	3,000	10%	5%	30% / 10 levels	£250	*£20,000	***£100,000	£15,000	NONE
Gold	2,000	1,000	10%	5%	20% / 8 levels	****	NA	NA	£5,000	NONE
Silver	1,000	500	10%	5%	15% / 6 levels	****	NA	NA	£2,000	NONE
Bronze	250	125	10%	5%	10% / 4 levels	****	NA	NA	£500	NONE
Member	NA	NA	5%	NA	NA	NA	NA	NA	NA	Weekly

## Notes:

BP & RP are permanent when you reach Bronze Rank and higher.

\*You must have achieved Platinum Rank in your first 90 days from joining. The BOA is awarded when you reach Director Rank and have attended a Global Event

\*\* These awards may be converted to ownership of equivalent value.

\*\*\* The Lion Award is available when you have reached platinum in your first 90 days and have achieved Director Rank. You must submit the business case for your business investment opportunity in writing.

\*\*\*\* The rank awards for Bronze, Silver and Gold Ranks are subject to change.

Rank Points = 80% of total sales value in GBP (on average)

## † Statement of Typical Participant Earnings

There are no guarantees regarding income. Our estimate of what the typical participant is likely to earn is approximately £1 - £300 per year. A participant, for the purposes of this estimate, includes all participants who make a sale of LEO products within the one-year period. This 'typical' figure is representative of the smallest range of compensation expected to be earned by over 50% of all participants of the plan.

## Team Building Bonust

Paid on the Bonus Points (BP) earned on products sold by personally sponsored Members. Team Building Bonus pays 5% - 10%.

## Network Bonust

Paid on the Bonus Points (BP) of the product sold by your downline.

Bronze to Platinum: 5% of lesser team  
 Associate to Senior Executive: 8% of lesser team  
 Director and above: 10% of lesser team

## Network Bonus Qualification:

In order to receive network bonus you must personally sponsor 1 member (min Bronze rank) in each leg (left and right)

## Matching Bonus

Paid on the Network bonus of your team. The Matching Bonus pays 10% - 30% (on the downline's Network Bonus) up to 10 levels deep.

### Qualification:

Personal Rank Bronze or above  
 Number of personally sponsored Silver or above

Matching Bonus Chart					
Membership Rank					Number of personally sponsored members Silver or above
Level	Bronze	Silver	Gold	Platinum	
1	2%	2%	2%	2%	4
2	2%	2%	2%	2%	4
3	3%	3%	3%	3%	4
4	3%	3%	3%	3%	4
5		3%	3%	5%	6
6		2%	3%	5%	6
7			2%	3%	8
8			2%	3%	8
9				2%	10
10				2%	10
<b>Total</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>30%</b>	

## Career Award\*

**1. Rank Awards** LEO Members accumulate Rank Points (RP) from the product sales in their teams. Upon hitting ranks, LEO rewards its Members with valuable Awards.

**2. Director Program Award** LEO offers the opportunity for our Directors to become International Entrepreneurs and receive additional Monthly Bonuses. \* Conditions apply. Contact your local LEO Corporate Office or Team Support

**3. Top of the World Award** Unique to LEO, this is an Entrepreneurial Award unlike any in this industry today. Created for those LEO Leaders who consistently build their business, we take them to the Top of the LEO World. Achieving Top of the World means: You receive an extra business centre front line to Company , you keep your existing business centre and your team and you become Upline of every-one who has joined before you\*

## 4. Entrepreneur Award\*

There are four types of Entrepreneur Awards:

1. Platinum Ownership Award £250 Ownership Award.
2. Associate Ownership Award £1,000 Ownership Award.
3. Business Ownership Award This award is designed to help LEO Members become Business Owners by giving qualified Directors a £20,000 award as a financial kick start they need to start their own business.
4. Lion Award This award is offered to Directors who have qualified for the Business Ownership Award. A qualified Director with a business idea and plan could receive up to £100,000 to help start a new business. Contact your local LEO Corporate Office for complete program details.

## Qualifications for Director Program Award, Top of the World Award, Business Ownership Award, and Lion Award:

- 1) Achieve Platinum Rank within 90 days of joining,
- 2) Reach Director Rank

## What Sets LEO Apart?

With over 35 years combined experience delivering entrepreneurship training at the highest level, Founder and CEO Dan Andersson recognised the need for eLearning in the global market place and began this unique training platform with a simple mission, "Service to Mankind by Unleashing Human Potential."

Your LEO journey begins with industry-leading training and leading-edge technology products and your destination is a world where men and women live inspired lives through learning and professional development. Owning a LEO business can provide you the income you desire and the lifestyle you dream of.

We believe that "Members are the heart of our business" so we compensate you in ways never before done in this industry. You are not only rewarded for building your downline, but you also take part in the success of your upline through our innovative Marketing Plan.

As a LEO Member, you'll share our great products and offer the gift of eLearning through your personal website or through in-person sales. Tell everyone you know about your business and offer your products that teach people how to be a successful entrepreneur.



### Bonuses

You earn generous bonuses as you sell your products and build your team. Participate in the Team Building Bonus, Network Bonus, Matching Bonus and our exclusive Reverse Matching Bonus.



### Awards

As you build your business you are awarded with ownership, cash, cars, property and so much more. In addition you may qualify to participate in our Career and Entrepreneur Awards such as the Business Ownership Award, Lion Award, Top of the World Award and Director Program.



### Recognition

At LEO our Members are the Heart of our Business and we believe consistent effort should be celebrated. From seeing your name in lights as you cross the stage to be recognized by us and by your peers at our Global events to being recognized in industry press releases we share your success with the world.

## Global Headquarters UK

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