

The IonWays Global Pay Plan Revealed

Earn More Money with the Industry's Best Compensation



KEY ELEMENTS

1.1 BLEND OF RETAIL AND TEAM LEVERAGE

The main goal was to perfectly integrate retail profits and incentive together with fantastic leverage potential from your sales team.

1.2 UNDERSTANDING HOW YOU GET PAID

Introducing the industry's new paradigm in Wave 5 compensation.

1.3 RECOGNITION AND BONUSES

You can truly feel appreciated and respected as you share alkaline ionized water with everyone you know and progress through the achievement milestones with an IonWays Independent Dealer Business.

1.4 TRAINING AND SKILLS

Knowledge and Training Builds Confidence and Success with 2007's Best Home Business.

Where technology meets opportunity

by Kirk Phinney

The IonWays story needs to begin with the understanding that their exclusive *Athena™* and *Delphi™* water ionizers have the clear potential to be the greatest discovery ever to hit the US health and wellness market. This can best be illustrated by the fact that in Japan 1 in 5 households (20%) are currently enjoying water ionizing technology. In Korea, that number is 1 in 8. Here in America today it's estimated to be a tiny 1/10th of one percent or .001 percent market penetration (extrapolated).

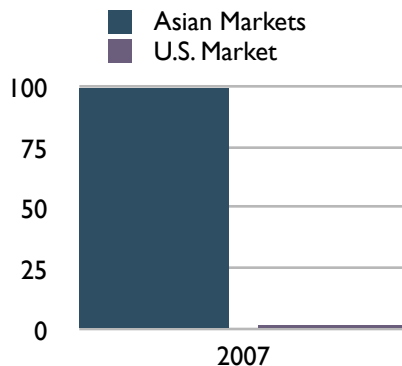
"It was this fact alone that compelled me to look further when I was first exposed to the power of this technology. Asian markets are hailed for their wellness intelligence, and the business reality in those markets is that the *actual adjusted ionizer cost* is double ours here in the U.S."

When you start to drink alkaline, ionized water from our equipment, the results are undeniable for most and sometimes incredibly dramatic. For the first time in almost 20 years of marketing, I'm realizing that all we really have to do is just get this water into people's bodies and everything else will be automatic. When I say everything else, I mean *people wanting to buy water ionizing machines* who will in turn get results and will be motivated just from their personal results to share this water with all their loved ones. As simple as this sounds, it's been totally illusive for me during the past two decades.

My wife Cathy and I were introduced to this industry in 1989, when a construction client shared a nutritional product with us. This product had serious "legs" in the marketplace. Within weeks, knowing nothing more than to share our personal results on this product, we had earned substantial income. We were hooked on the concepts of "using and talking". Then, all the leveraged income from "downline" sales kicked in as well. This is the "leveraged income" that author *Robert Kiyosaki* extols in his *Rich Dad-Poor Dad* books and lectures. The best thing was that no one ever had any excess product in stock - it was in constant demand. The very same thing is happening here with this water technology and the potential revenue per sale is 20 times more than with nutritional products. One only has to *seriously use* this alkaline ionized water for a few days and they don't want to ever be without it."

Kirk Phinney is Exec. VP of IonWays, LLC

Household Penetration for Water Ionizing Technology



U.S. market shown is magnified ten times - just to see it.

Retail meets leverage

Network Marketing professionals are aware that new legislation and regulatory guidelines are in effect making it mandatory for Network Marketing Companies to create and use compensation plans that foster and reward direct retail sales to end-line consumers. Amazingly, only a handful of companies in the industry can actually demonstrate these suggested ratios with “true” percentage documentation. IonWays will be among them. “From the very onset, our goal was to create a new hybrid distribution plan for this model that really rewards those who actually sell this equipment and help train others.

Everywhere you look, the *IonWays Global Pay Plan™* shows that underlying theme. Our ranking and bonus program highly rewards those who make retail sales and who teach *Associates* to do the same. The immediate profit from retail sales of the ionizers can allow full time incomes for aggressive sellers independent of the team leveraged-income aspects. Our industry-unique *ProPak™* Retailing Program (available for *Qualified Dealers* only) allows practitioners and small business owners to earn double the profit margins while continuing to reward upline team leaders who recruit and train.

And perhaps of greatest significance, our *IonWays Certified Dealer Training School* will be hailed as the most sophisticated and thorough *Dealer* tool ever to be created. In addition, *Executives* who elect to become part of the program as Class Instructors will have unparalleled income

opportunity for teaching their proven techniques, business building skills and equipment knowledge to attendees.



How it all works

The trademarked *IonWays Global Pay Plan* allows all *Associates* the ability to create whatever income they desire in direct proportion to their efforts. The first thing that stands out when learning about this pay plan is how well it integrates with the unique equipment and product offering. When learning about compensation plans and strategies, the key element is the meshing of product and compensation. It only stands to reason that when you have what is the most exciting wellness technology ever released to market, that the pay plan must be equally exciting to provide that essential balance.

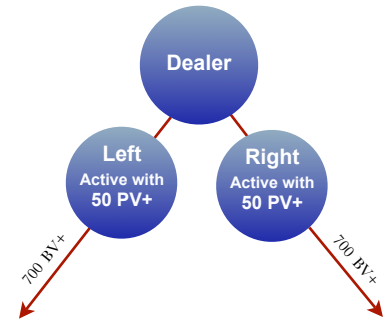
When your first join through your Sponsor as an *IonWays Independent Associate*, your only mandatory purchase is a beautifully-arranged media kit to help you promote and share the IonWays story. This purchase also includes one of the industry’s best online retail sales enabled marketing platforms (*Webstore™*) and eOffice (private business management system.) With the online platform, you have ready-access to essential web tools immediately and the media kit within a few days. If developing and building a downline organization is one of your goals then you will want to purchase** or sell a minimum of 50 PV points in product volume monthly. That will “activate” your *IonWays Associate* position so it can accumulate and hold downline sales volume, which in turn will count for *Team Commissions* as earned.

You Activate with 50 PV+ Many *Associates* choose to purchase either an *Athena™* or *Delphi™* Water Ionizer immediately as well, so they can experience the ionized water’s results quickly to develop a strong first month’s product story....

Whenever an *Associate* refers a customer to *Athena Ionizer* their own personal IonWays *Webstore™* and that customer purchases a water



ionizing machine, the referring *Associate* will earn either a \$350 (*Athena™*) or \$400 (*Delphi™*) Immediate Commission on that sale, which will be paid weekly with no need to inventory. The first sale’s Immediate Commission from each *webstore* is divided between the seller and their sponsor. Once an *Associate* has made two (2) such referral sales and has personally sponsored at least two (2) other active *Associates* (one on each Team Side) themselves, they will be immediately promoted to the *Dealer* rank.



Another industry first, *Dealers* are able to purchase optional machine groupings called *ProPaks™* which can double the *Dealer’s* Retail Profits. The recognition and advancement leadership ranking in the *IonWays Global Pay Plan* is based upon how many personally sponsored *Associates* you develop to the *Dealer* rank. Any *Dealer* who has 5 personally sponsored active *Dealers* achieves the next rank of *Manager**. Any *Manager* who has 10 personally sponsored *Dealers* earns the Top Rank called *Executive**.

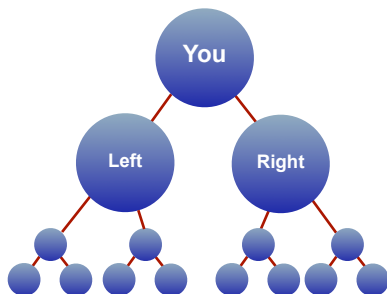
Leadership bonuses

Qualified Managers can earn a \$50 *Leadership Bonus* from each water ionizer sale anywhere (to unlimited depth) in their personally sponsored line *Manager Group* when sales are made by *Dealers* or *Associates*. *Executives* can earn a \$100 *Leadership Bonus* (to unlimited depth) on every ionizer sale made by *Managers, Dealers* or *Associates* anywhere in their sponsored line *Executive Group*. When *Dealers* work hard to build both of their Team Sides - this plan pays them well for it.

Developing your team

The leverage-creating organization structure of IonWays is a newly designed hybrid plan that retains all the positive elements of a 1/3 - 2/3 non-flushing binary plan while incorporating the immediate income features of a simple uni-level plan. There are no “breakaways” and no flushing of volume for active *Associates*. Qualifications are simple to understand, the rank advancements are frictionless and they will depend on the individual’s personal sales and leadership efforts. The management requirements of the plan are geared towards learning and much of the financial rewards are weighted to the front end of the plan. The plan was also designed to greatly reward those *Associates* who wish to develop a sales team and who want to earn leveraged income from that team’s efforts. When an *Associate* chooses to refer product and equipment sales and sponsors other *Associates*, the leveraged income benefits start to happen. New *Associates* are placed by their Sponsor into one of two sales teams (on the outside legs) below them in the structure called *Team Sides*.

Every *Associate* position has both a Personal Sponsor and a Placement Sponsor. The Personal Sponsor is the enroller of the *Associate* and the Placement Sponsor is the *Associate* who occupies the organization position directly above the new *Associate*.



Every *Associate* position has two other potential *Associate* positions (and only two) directly below them in the structure, a Left Team Side and a Right Team Side.

Every equipment and product sale has Business Volume (BV) associated with it and this BV accumulates in your volume bank as long as you are “active” with a minimum of 50PV (Personal Volume) in new credits every calendar month. e.g. An *Associate* needs to have at least 50PV in volume credits for any calendar month if they want to be able to hold and store volume from their sales teams (BV) for the next calendar month. Personal Volume (PV) can be purchased or sold by the *Associate* through their individual *Webstore™*. Many *Associates* simply choose



to enroll in the optional monthly Autoship Program for a minimum standing order of 50PV in products (about \$85) to insure that their active status is never in jeopardy.

Team commission

Team Commission is the way that leveraged income gets paid to *Associates* and *Dealers*. Remember, only active *Associates* can accumulate and hold Business Volume (BV). It’s this BV in your downline sales organization that will determine when you earn *Team Commission*. You must hold a rank of *Dealer* or above to earn *Team Commission*. All Products and Equipment sold in IonWays have Business Volume (BV) associated with them and this BV is accrued and stored for every Active *Associate* in the upline organization (including the *Associate* whose individual *Webstore* made the sale. The IonWays online tracking system will automatically add the *Associate’s* own *webstore* sales to their own BV totals, always to the Team Side that needs the volume the most, at the moment when the sale is made. So all sales accrue BV that come from the *Associate’s* Sales Team and those sales accumulate to a fixed threshold and when that threshold is reached (called a *Pay Point*), the *Team Commission* can be earned as long as the

Associate has reached the Active *Dealer* level or above.

A Pay Point is Earned Every Time When:

SAMPLE TEAM COMMISSIONS

Pay Team BV	Strong Team BV	Total Team BV	*Sample Team Commission
1400	2800	4200	\$350

70% BV guaranteed payout

To really appreciate the beauty of the *IonWays Global Pay Plan*, you’ll want to first review the downfalls of typical binary plans. One of the negative aspects of any two-legged matrix concept is that often originally-cited dollar payouts cannot sustain. Then the companies have to “shave back” their commission payouts. The real payouts are often disguised and the info is not shared with the field - the same field who created the business in the first place. In contrast, the *IonWays Global Pay Plan* has been designed to shed these distractions forever.



What simply happens is that every week the field receives 70% of all the incoming Business Volume (BV), as *Team Commission* and 30% of the BV will always be retained by the Company. Additionally, the breakthrough online tracking system has been designed so that no individual in the Company can ever have access to the program code that governs this, so no manipulation can occur. Looks like integrity, feels like integrity - is integrity. The additional peace of mind that this offers for the both the *Associates* and the Company allows everyone the ability to focus on the productive money making activity!

* Subject to weekly Pay Point Formula

The pay point formula

The formula for calculating the value of a Pay Point for each week is: 70% of all incoming BV from all sources for that week divided by the number of Pay Points earned for that week - equals the Pay Point Value. The pay period runs from Friday morning 1 minute after Midnight



EST till Thursday night at 12:00pm midnight EST. The *Immediate Commission*, *Team Commission* (Pay Points) and other *Bonuses* are all paid weekly.

How pay points work

All Products and Equipment sold through IonWays by *Associates* and *Dealers* generate Business Volume (BV) and Personal Volume (PV). The PV is used to determine qualification for the referrer or seller and the BV is used to calculate the given weekly value of a Pay Point and the frequency at which a *Dealer* may earn Pay Points.

When a *Dealer* has a total organization BV count of 4200 BV points with a minimum of 1400 BV points on the Pay Leg (sometimes called a weaker volume leg) they will earn a Pay Point for that week. In some cases, the *Dealer's* own retail sales will satisfy this requirement because of the online system's automatic application of *Webstore* sales to their own organization Business Volume (BV).

There is no limit to the number of Pay Points that a *Dealer* can earn on a weekly basis other than the *Team Commission* Pay Cap which restricts the *Team Commissions* at \$35,000 per week, per *Dealer* position. When a *Dealer* earns \$35,000 in *Team Commission* in any given week they will be granted a re-entry certificate (at no cost) and will be allowed to sponsor another position anywhere in their downline organization, that they own, on the outside of either of their two team sides at the current open position

furthest away from their original position on either side. The *Team Commission* pay cap only applies to *Team Commission* - all other bonuses and earnings are separate from this cap and have no limit. Therefore, the earnings potential in the *IonWays Global Pay Plan* is truly limited only by your personal efforts in selling and team building, dictated by your personal work ethic, teachability, skill level and sales ability to operate in and open new authorized markets for the products and equipment that IonWays sells.

Once a Pay Point is earned, the volume that was used to create it will be subtracted from the BV bank only of the Pay Point earning *Dealer*. The BV will remain for other *Dealers* in the upline to use to earn Pay Points as well. The only times that BV credits will be lost will be if an *Associate* is totally inactive for a period of six months or fails to generate a minimum of 700 points in personal volume during any 6 month (180 day) rolling period.

Personal production requirement

The *Ionways Global Pay Plan* requires every *Associate* to generate at least 700 PV every six months in order to continue to hold and store downline volume. BV that comes from personal *webstore* sales will always hold and will never diminish even in extended periods of inactivity.

Retail sales requirement

Dealers and above are required to make a minimum of three (3) Retail Sales to end-line consumers (who are not *Associates* at the time of the sale) every three (3) months. Sales Receipts must be retained by *Dealers* for 18 months to certify these sales if requested. Upcoming *Retailing Contests* will further add incentive to this very important activity.

Mentoring bonuses

When *Managers* and *Executives* have downline *Dealers* that are earning *Team Commission*, they may earn *Mentoring Bonuses* of \$50 on personally sponsored

Dealers and 2nd level personally sponsored *Dealers* whenever those downline *Dealers* earn Pay Points. An active *Manager* will earn a \$50 *Mentoring Bonus* each time a personally sponsored *Dealer* or above earns a Pay Point (no limit). The active *Executive* will earn a \$50 *Mentoring Bonus* each time a personally sponsored *Dealer* or above earns a Pay Point and each time a 2nd level personally sponsored *Dealer* earns a Pay Point (no limit).

Dynamic compression

Leadership Bonuses and *Mentoring Bonuses* are Dynamically Compressed so they are always paid out and have a "pass-through", rank-seeking nature. These Bonuses are paid according to lines of Sponsorship and not placement.

Executive global bonus pools

Active, qualified *Executives* will share a monthly Global Bonus Pool equal to 1% of the global Business Volume (BV) of IonWays. *Executives* who have a personally enrolled *Executive* or above on each of two team sides will earn the rank of *National Executive* and will share a monthly Global Bonus Pool equal to 1% of the global Business Volume (BV). *National Executives* who have a personally sponsored or above *National Executive* on each of two team sides will earn the rank of *International Executive* and will share a monthly Global Bonus Pool equal to 1% of the global Business Volume (BV). The Global Bonus Pools will be paid monthly by the 25th of the month for business completed the previous month.

Certified executive class instructors

The *IonWays Certified Dealer Training School Program* being developed will use *Executives* who wish to participate as Class Instructors. The schools will have special guidelines and fully-developed curriculums. Class Instructors will earn a portion from the attendance fees collected by the company.

IONWAYS GLOBAL PAY PLAN RANKING CHART

Potential Benefits	Associate	Active Associate	Dealer	Manager	Executive	National Executive	Int'l Executive
Sell Equipment and Products - Earn Immediate Sales Commissions from Personal Webstore Sales	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hold and Store Business Volume (BV)	No	Yes	Yes	Yes	Yes	Yes	Yes
Earn Team Commissions Access ProPaks Program	No	No	Yes	Yes	Yes	Yes	Yes
Earn Leadership Bonuses \$50 Earn Mentoring Bonuses \$50 Personally Enrolled 1st Level Dealers	No	No	No	Yes	Yes	Yes	Yes
Earn Leadership Bonuses \$100 Earn Mentoring Bonuses \$50 Personally Enrolled 1st Level and 2nd Level Dealers Participate in 1% Executive Global Bonus Pool Optional Instructor at Certified Dealer Training Schools	No	No	No	No	Yes	Yes	Yes
Earn Leadership Bonuses \$100 Earn Mentoring Bonuses \$50 Personally Enrolled 1st Level and 2nd Level Dealers Participate in 1% Executive Global Bonus Pool Participate in 1% National Exec. Global Bonus Pool Optional Instructor at Certified Dealer Training Schools	No	No	No	No	No	Yes	Yes
Earn Leadership Bonuses \$100 Earn Mentoring Bonuses \$50 Personally Enrolled 1st Level and 2nd Level Dealers Participate in 1% Executive Global Bonus Pool Participate in 1% National Executive Global Bonus Pool Participate in 1% International Exec. Global Bonus Pool Optional Instructor at Certified Dealer Training Schools	No	No	No	No	No	No	Yes