

Welcome to the beginning of your new business!

Congratulations on your decision to start a new journey with Jordan Essentials. This business will not only give you the opportunity to generate income by sharing the products you love, you will also be able to enjoy the benefits of new friendships, recognition, increased self-esteem and flexibility of time.

"You don't have to be great at something to start, but you have to start to be great at something."
– Zig Ziglar

Jordan Essentials gives women and men the opportunity to be in business for themselves to help create the life they always imagined. This business can help you pay for dance lessons, supplement your income, help you pay off debt or take a well-deserved vacation. Whatever your goal or vision, we can help get you there.

While Jordan Essentials can help you achieve what you want out of life, the details of what a better life looks like are completely up to you.

The materials in your kit are not only to welcome you to our amazing family, but also to help get you started. You'll find additional resources and information online.

Remember, you may be in business for yourself, but you are not in business by yourself. We are here for you every step of the way.

Again, we are so glad to welcome you to Jordan Essentials. Let's get this party started.

Believe & Succeed!

Nancy



Your new Product Collection at a glance and guide to \$120 Credit

You have a variety of the very best Jordan Essentials products carefully selected to help you get started right away. Each product can be demonstrated using the Spa Cards included in your kit and your own personal testimonies. You can share your new products through a virtual party online, an in-home party, one on one with friends or family as well as sharing samples on the go. ***You also have a \$120 credit to choose your favorite products and build your inventory.***

HAND SPA DEMO

- Mini Foaming Hand Wash in Vanilla Pear
- Salt Scrub in Sea Spa
- Shea Butter in Oatmeal Milk & Honey
- Lotion Bar in Hope

In-person or online: Place hand soap in the palm of wet hands, comment on the feel and fragrance. Add a pea-size dot of Salt Scrub and rub it into your hands. Rinse and enjoy the wow factor. Comment on how it feels and say wow. Imagine how that would feel on your legs, arms, and elbows! Follow up with Shea Butter on dry hands and then a Lotion Bar at the end. The Lotion Bar seals in moisture in a healthy way keeping the hands soft and smooth longer.

WELLNESS

Our Magnesium-infused line is designed to help people maintain a healthy lifestyle and ease muscle tension, help sleep patterns, and other boosted benefits.

- Peppermint Magnesium Lotion - go to the best seller to soothe achy muscles and apply topical Magnesium boosted with energizing Peppermint.
- Magnesium Blue Stick with Peppermint, Sweet Basil, Lavender, and Frankincense essential oils
- Helio - Boosted Skin Relief with Green Tea, Aloe, Chamomile, Seaweed, Magnesium and Helichrysum to soothe tight muscles, soothe and nourish skin.

FACE

Charcoal with Tea Tree Soap is an excellent choice to showcase the face care line along with the many samples included in your kit. You can demo online or in person by drawing with a permanent marker on your cheek or hand (test ahead of the demo) and it comes right off with a cloth and Charcoal Soap. It is so effective it removes markers and so gentle it leaves your skin feeling soft. Great as an all-over bar soap as well for odor removal and deep cleansing.

Included in your kit are a variety of face care samples for you to enjoy as a personal facial to choose the products that are right for you.

QUICK TIP: Add your name to the back and use double-stick tape to add samples to a catalog or highlight mailer.

Your collection of hand spa samples should be used to share with a first host, prospective new consultants, a close friend who will be a first-time customer. You can pair it with your highlight mailer which mirrors the samples you have been given.





YOUR BUILD-YOUR-KIT \$120 CREDIT

The samples in your kit are just the beginning. You get to customize and decide what you want to showcase in your new business. We have five lines to choose from: wellness, bath & body, face care, mineral makeup and essential oils.

We find choosing your area of emphasis and building from that foundation helps new Jordies to be the most successful.

To use your credit, log into your back office and to the NEW ORDER button at the top. (Your credit cannot be used on a party and has no commissionable volume.) You will see "New Order" which is a button at the top of the page once you log in.

HERE ARE SOME IDEAS TO HELP POINT YOU IN THE RIGHT DIRECTION.

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- Lotions, soaps, salts, dead sea salts are easy to sample.
 - Think in terms of systems: cleanse, exfoliate, tone, treat, moisture, and seal the deal.
 - Top sellers to consider:
 - Skin Relief
 - Helio Superfood Shea Butter
 - Dead Sea Salt for soaks and small sample bags
 - Online demos for face, skin, and makeup.
 - Buy products that look good on you that you can demo.
 - Clay mask, spa polish, toner mist, and serums are fun demos.
 - BB foundation and samples for skin tone colors, cheek stick, glosses, mascara, and eye shadow all show well in a demo with your personal use, tips and testimonies.

Get with your sponsor and upline Director for more ideas to personalize your Free \$120 J-Bucks Credit.



Wondering where to start? These steps will help get your business off to a strong start!

- ❑ **Login to your Jordan Essentials Back Office and explore!**
Go to www.jordanessentials.com and click on Consultant Login to get started!
- ❑ **Schedule a time to talk with your Sponsor** or upline Director about your business goals and plan. You will find useful goal setting tools in JE University.
- ❑ **Create an email account to use for your business.** Gmail is free and easy to use. We suggest a professional email such as susan.je@gmail.com or jebysue@gmail.com. Be sure to update your JE account with your new email address.
- ❑ **Review your calendar** and mark dates you are available to book Spa Bars. Choose two of those dates for your launch parties.
- ❑ **Organize a simple work area for your business.** You will want to have a few basic supplies such as paper, pens, file folders and such to start.
- ❑ **Begin filling out the 50 Contacts list.** These will be the first people you will contact about your new business. They will be your first customers, hosts and team members.
- ❑ **Optional - Open a separate bank account for your business.** This will help you maintain good records from the beginning. You can then add this information to your payment profile in the back office.
- ❑ **Share your new business with enthusiasm!** Be a product of your products by sharing your personal story about products and why you decided to become a Jordie!

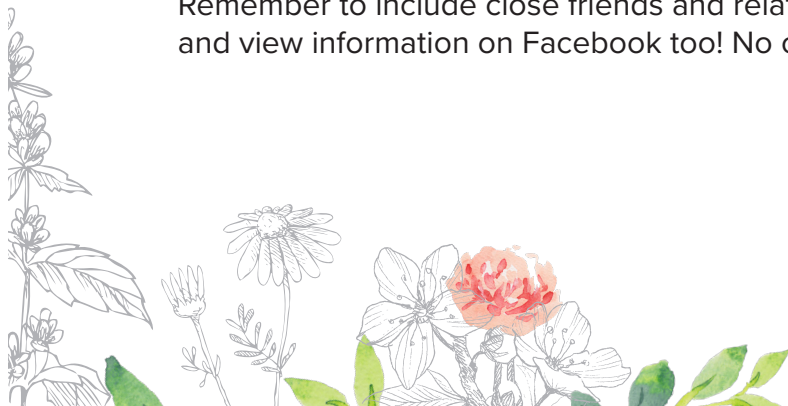


50 CONTACTS IN 5 MINUTES

The more you share your business, the faster your business will grow. Starting with a base of 50 names gives you a great start to sharing quickly. Sound difficult to come up with 50 names? Not really... give it a try below and you will be pleasantly surprised at how quickly you can!

5 Relatives					
5 Friends					
5 Co-Workers					
5 Neighbors					
5 Contacts from Church					
5 Social Group Contacts					
5 Contacts through Children					
5 Contacts from the places you do business					
5 Significant Other's Co-Workers					
5 People you send Holiday Cards to					

Remember to include close friends and relatives out of state. They can visit your website and view information on Facebook too! No one is ever insulted by an invitation!



The Golden Ticket is a program just for our New Jordies in their first 40 days.
It allows you to **bring 2 friends in for half price!**

This special is designed to help you move up in leadership quickly.

Sign up your first two new consultants in your Jump One (first 40 days) so that you can build a team and build the dream right away.

You will get two coupon codes to use to invite two people to join you in your first 40 days. They can join for only \$25 and they will get all the same benefits you get -- that's why it's golden! These special coupon codes come in your email right after you enroll.

You may also earn a special Bring a Friend Bonus J-Bucks to shop your back office for sales tools and products to help stock your new business.

Offer, share and show the Jordan Essentials Opportunity just like you would your favorite new JE product!

Here are some word choices to use to help you sponsor your first team members. Remember, be natural, be you and know you are doing them a favor with this exciting offer.

"Hey Kim, I had to call you. You know I love the products at Jordan Essentials, and I have decided to become an Essential Consultant. I have a ticket for someone who joins me to get their kit for half price and I thought of you. Would you want to hear more about it?"

At this point, you can share why you joined and what your plans are.

You do not have to know everything. You can set a call time with your sponsor for a three-way call and send them more info if they would like. There is great info in JE University.

Golden Tickets are your golden road to success. Studies show a new consultant who brings in 1-2 people in their Jump Start has twice the success!

Name: _____

Name: _____

Your Jump Start

Rewards Bonus

100 days of perks



○ Jump 1 (Day 40)

\$500 PV=\$50 J-Bucks and
Making a Difference Shirt

*Earn Double Bring a Friend
Sponsoring Bonus of \$50 J-Bucks
when your new person completes
Jump One.



Jump Start Rewards Program

100 days of rewards begin Day 1!
You can earn \$250 + J-Bucks
and exclusive gifts!

- J-Bucks rewards can be redeemed for products and exclusive sales tools you choose. Just log in and start shopping.
- Sales are cumulative based on personal volume. You can earn all three **Jump Rewards** in your first 40 days. If you miss **Jump 1** you can still earn **Jump 2** and **Jump 3**.

○ Jump 2 (Day 70)

\$1000 PV=\$100 J-Bucks

*Earn Bring a Friend Sponsoring
Bonus: \$25 J-Bucks when
your new person completes
Jump One.

○ Jump 3 (Day 100)

\$2000 PV=\$100 J-Bucks

*Earn Bring a Friend Sponsoring
Bonus: \$25 J-Bucks when your
new person completes Jump One.



New Consultant

40 day On-The-Go Spa Tote Bonus

When you close your first qualified party online or in person in 40 days you earn the **On-The-Go New Consultant Tote**. Store products and get organized as a new business owner!

○ Success (Day 1-100)

Silver Key Award

\$3000 PV and
sponsor 3 consultants

(3 new consultants do not
need to do Jump One.)



*Bring a Friend and get a bonus!

Earn Double in Jump One! When you sponsor a new Jordie in your Jump One and you each earn Jump One, you will earn \$50 J-Bucks! For each additional new person you enroll and help them reach Jump One, you earn \$25 J-Bucks.

One of the reasons we start our own business is to create the income that we want and how we want it. The power is all in our hands.

YOUR FIRST STEP:

Let's decide! Choose a box below.

You will earn 25% commission on your sales right away. Your commission can increase based on your own sales - all the way up to 35% based on your personal sales volume.

- ☐ **Fun Time Part-Time Money -**
Fund your Jordan Essentials' product obsession
- ☐ **Some Time Part-Time Money -**
Pay some bills and have a little extra each month
- ☐ **Important Income -**
Contribute to family expenses like a house payment or car payment
- ☐ **LET'S DO THIS -**
Be your own boss income!

If you love helping people and making a difference, you are in the right place.

Your compensation chart on the next page reads from left to right and then top to bottom. The top of your compensation plan tells you what you need to do to earn what's on the bottom of the compensation plan.

If you want to build a team, we suggest as a new Jordie, you use the model of **YOU + 2 = STAR 3**



TEAM TOTAL (GV)

\$1,000

EXAMPLE: Kim sponsors Ann and Kathy. Kim has at least \$400 PV. Ann and Kathy have \$200 each. The Team total has to be \$1,000 in one month and Kim is a Star 3!

GOLDEN TICKET

You will have the ability to give two Golden Tickets for half-price enrollments! The first two new consultants you enroll will get half-price kits. Win-Win!

Hurry, these tickets can only be used in your Jump One – first 40 days. You also get the special Jump One *Bring a Friend Bonus.

**Actual earnings vary depending on time commitment, skill, and other factors.*

**Bring A Friend Bonus – You and your New Jordie need to complete Jump One.*

Career & Compensation Plan



Success Path

JORDAN ESSENTIALS										
QUALIFICATION										
Personal Commissionable Volume (PV)	EC	Star 1 Consultant	Star 2 Consultant	Star 3 Team Leader	Associate Director	Director	Diamond Director	2 Diamond Director	3 Diamond Director	4 Diamond Director
Bonus Qualifying Legs (\$200 PV)		\$200 1 Q Leg	\$300 2 Q Leg	\$400 2 Q Leg	\$600 3 Q Leg	\$800 4 Q Leg	\$800 4 Q Leg	\$800 4 Q Leg	\$800 4 Q Leg	\$800 4 Q Leg
Personal Group Volume (GV)				\$1,000	\$3,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Downline Volume (DV)								\$24,000	\$60,000	\$120,000
Structural Requirements							1 DIR Leg	2 DIR Legs	3 DIR Legs (1 DD Legs)	4 DIR Legs (2 DD Legs)
COMPENSATION										
Retail Profit (Active) %										5 DIR Legs (3 2DD Legs) More Qualifications
Power Seller Bonus 1 (\$1,000) PV	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Power Seller Bonus 2 (\$2,000) PV	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)
Power Seller Bonus 3 (\$3,000) PV	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)
	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)
Level 1 Overrides		5%	7%	9%	12%	12%	12%	12%	12%	12%
Level 2 Overrides				3%	6%	6%	7%	7%	7%	7%
Level 3 Overrides					3%	5%	5%	5%	5%	5%
Level 4 Overrides										4%
Group Volume Override						2%	2%	2%	2%	2%
Generation 1							4%	4%	4%	4%
Generation 2								4%	4%	4%
Generation 3									4%	4%
Generation 4										4%
Generation 5										4%
Rank Advancement Bonus*				\$250	\$600	\$1,000	\$1,500	\$2,000	\$5,000	\$7,500
										\$10,000

*Must earn paid as rank 3 months in a row.
Can be earned once per rank only.

JUNE 2021