



## *The Sydney Andrews Story*



Sydney Andrews is the result my efforts over 10 years to achieve my own goals. It started with a friendship bracelet made for me by a dear friend and continued to grow into a very successful business designing and selling my creations to boutiques nationwide.

I made the decision to create Sydney Andrews as a way to empower women the way my jewelry design company had empowered me. You will find our way of doing business is very straight forward– no gimmicks and nothing hidden. That’s just not the way we do business.

As a Sydney Andrews consultant, we will provide you with the leadership, tools and training you will need to start your own business and achieve your goals. You will be recognized for your efforts both financially and through growth within our organization.

At Sydney Andrews, we have over a decade of experience in creating products that people want to buy. I hope you will consider joining our team – it’s a decision I know you won’t regret!

It’s funny; I never in a million years would have thought I would be a jewelry designer. I was an art major but fashion was never top on the list for me. It started as a hobby and I got tons of encouragement from my friends and family to pursue this as a career. Being a jewelry designer has been such an important part of my life. It has given me the opportunity to contribute to my family financially and to add another dimension of myself and be known as the “jewelry lady.” I am very passionate about offering other women the opportunity to provide income for their families with flexible hours and to allow them to add dimensions to their life they didn’t know was possible!

And in case you’re wondering about the company name, it’s named after our children – Sydney and Andrew, the light of our lives. We’ve put our family first and now, so can you.

A handwritten signature in cursive script that reads "Jill Pfeiffer".

### **Our Mission**

Sydney Andrews is dedicated to providing an environment for our consultants and leaders to achieve their personal, professional and financial goals. Our company is dedicated to providing the most exciting and innovative jewelry and accessory items that are fashionable, affordable and fun. We are dedicated to creating a sound business for our Consultants by providing products that customers and hostesses will order again and again. With Sydney Andrews, it will always be about the product and the opportunity we provide and the company’s success will be through the achievement of our mission.

## The Opportunity

As a Sydney Andrews consultant, you will be operating your own business with an earning potential directly linked to your sales efforts and also from those individuals you may recruit to the program. The majority of your sales should take place through home parties that you will hold in connection with a party host who will then invite their friends and neighbors to attend.

Besides home parties, Sydney Andrews consultants may sell directly to individual retail customers. We have a no resale policy – such as galleries, gift shops or any other situation where another party completes the sale transaction. Also, Sydney Andrews products are not eligible to be sold through auction sites or any other websites other than that provided by Sydney Andrews.

### Consultant Starter Kits

Your Sydney Andrews Consultant Starter Kit provides the items you will need to conduct a successful home selling party. At its core are the jewelry items that will be viewed by the party participants. Extensive research conducted by Sydney Andrews has demonstrated that one of the keys to success is having a wide variety of jewelry items available to be viewed and sampled.

<b>CONSULTANT KIT DETAIL</b>			
	<u>Your Cost</u>	<u>Retail Value</u>	
<b>"A Good Start" Basics Kit</b> - Materials For Your First 4 Shows* - 7 Best Selling Jewelry Items - Professional Jewelry Carrying Case - 3 Jewelry Trays & Inserts - <b>30 Min. Personal Business Coaching Session</b>	<b>\$149</b>	<b>\$377</b>	3 Necklaces 3 Earrings 1 Bracelet
<b>"A Better Start" Deluxe Kit</b> Everything In The Basics Kit - PLUS: - 10 Additional Jewelry Items (17 Total) - 2 Additional Trays & Inserts (5 Total) - <b>30 Min. Personal Business Coaching Session</b>	<b>\$249</b>	<b>\$788</b>	6 Necklaces 6 Earrings 3 Bracelets 1 Belt 1 Ring
<b>"The Best Start" Supreme Kit</b> Everything In The Deluxe Kit - PLUS: - 11 Additional Jewelry Items (28 Total) - 2 Additional Trays & Inserts (7 Total) - Black Velour Tablecloth - Self Standing Tabletop Mirror - <b>(2) 30 Min. Personal Business Coaching Sessions</b>	<b>\$349</b>	<b>\$1,316</b>	9 Necklaces 9 Earrings 6 Bracelets 2 Belts 2 Rings
<b>* Materials Included In All Kits</b>			
50 Customer Order Forms	1 Set of Party Cards	4 Hostess Packets	50 Invite Postcards
20 Product Catalogs	1 Consultant Manual	2 Opportunity Booklets	

### Industry Leading Commissions

As a Sydney Andrews consultant, you are able to earn commission levels that are in the top-tier of all party-plan, direct selling companies. Sydney Andrews believes that your efforts to sell our products should be generously rewarded. You will earn a base level of 30% on all party and direct sales.

The following chart provides an example of the potential commission opportunity as a Sydney Andrews Consultant:

Retail Sales Per Party	Commission Earned @ 30%	Commission Earned @ 33%	Commission Earned @ 35%	Commission Earned @ 38%	Commission Earned @ 40%
\$2000	\$600	\$660	\$700	\$760	\$800
\$1500	\$450	\$495	\$525	\$570	\$600
\$1000	\$300	\$330	\$350	\$380	\$400
\$750	\$225	\$247	\$262	\$285	\$300
\$500	\$150	\$165	\$175	\$190	\$200

### Bonus Commission Program

Consultants achieving cumulative party sales bonus levels will earn additional commission on all sales thereafter for the balance of each 12 month's based on anniversary date. Bonus commission will be paid based on the following:

Bonus Level	Cumulative Sales	Bonus Commission	Total Commission
Silver	\$5,000	3%	33%
Gold	\$7,500	5%	35%
Platinum	\$10,000	8%	38%
Diamond	\$20,000	10%	40%

### A Sydney Andrews Exclusive Feature

The bonus level achieved at the end of each anniversary date will continue through the following 12 month period. Basically, you earn your bonus level in your current anniversary year and it continues through the balance of the following anniversary year. So basically, you don't start over, just because the year has ended!

### ½ Price Jewelry Sample Purchases

During your first 12 months, when you achieve a new Bonus Level, you will be eligible to purchase additional sample pieces at 50% off the retail price (limit one per item) in a single order to be submitted within 30 days of the bonus level change. There are 4

potential opportunities within your first year to obtain discounted sample items, not including new product releases.

### Fast Start Opportunity

During your first 3 full-months, your FAST START time as a Sydney Andrews Consultant, you can achieve bonus commission levels with only *half* the required sales. As a new consultant, reach the Silver Level with only \$2,500 in sales or the Gold level with just \$3,750 in sales, Platinum with only \$5,000 and Diamond with \$10,000. In addition; as you attain each level during your FAST START time, you will have the opportunity to purchase additional sample pieces at 50% off (see 5.4).

An example of the FAST START period is:

*Your kit is ordered on July 22, 2009. Your first full month ends August 31, 2009. Your second full month ends September 30, 2009 and your third full month ends October 31, 2009. Your FAST START time is July 22, 2009 through October 31, 2009.*

### Hostess Rewards

Based on having a qualified party and total party sales, the hostess will be eligible for a reward equal to a percentage of the party sales. At Sydney Andrews, Hostess Rewards are shipped at no charge!

Total Qualified* Party Sales	Free Jewelry Reward	Free Jewelry Retail Value	½ Price Bonus Items
\$250 - \$499	20%	\$40 - \$100	-
\$500 - \$799	25%	\$125 - \$200	1
\$800 +	30%	\$240 - \$\$\$	2

\* Minimum of 3 individual orders and \$250

### Booking More Parties

Your success as a consultant will grow as you book more parties. At your parties, make sure you ask each guest when she would be interested in hosting a party of her own to reap the benefits. At your parties, highlight how much free jewelry a hostess earns. One fun way to do this is to “**Stack the Hostess**”. Invite a guest to model the amount of jewelry equal to the amount she would earn for an average party, \$500. Then add a few pieces to show how much she would earn for a great party, \$800 in sales. Then bring up your current hostess and show how much she will earn when there are two bookings from her party using the **Booking Reward Program**. When the guests see how much free jewelry our hostesses earn, you will book more parties at each party.

### Booking Reward Program

We reward our hostesses for encouraging their guests to host their own parties. For each booked and held party within 2 months of her party (\$250 minimum party sales) she will receive **another \$50 in hostess credit**. When you strive for two new parties booked from each party you hold, your calendar will soon be filled with lots of Sydney Andrews parties.

## *The Compensation Plan*

### **Building Your Team**

The more parties you hold, the more people you will meet who will book more parties and the more people you will meet who will be interested in becoming Consultants too. As you recruit and encourage them, you will move up the **Sydney Andrews Compensation Plan**. You will be paid generous overrides on their sales as well as the sales of your entire group provided you remain active.

### **New Consultant Reward**

When you recruit new Consultants, and we know you will, you'll be rewarded with a \$100 FREE Jewelry Reward once they become qualified. This is just another way for us to say "thank you" for your efforts to help grow the Sydney Andrews team. At present, you will need to email Corporate to submit this order.

### **Earning & Leadership Opportunity**

**Consultant-** Earns 30% on Personal Sales after a kit purchase. Consultants achieving cumulative party sales bonus levels will earn additional commission on all sales thereafter for the balance of each year's anniversary date. Bonus commission will be paid based on the following:

<b>Bonus Level</b>	<b>Cumulative Sales</b>	<b>Bonus Commission</b>	<b>Total Commission</b>
Silver	\$5,000	3%	33%
Gold	\$7,500	5%	35%
Platinum	\$10,000	8%	38%
Diamond	\$20,000	10%	40%

### **Team Leader-**

Qualifications:

- Four Personal Parties Submitted in a single month
- Two Personal Qualified Consultants

Benefits:

- Earns Personal Sales and Bonus Level Commissions (up to 45%)
- Earns 5% on Central Team Sales

### **Region Leader**

Qualifications (2 Consecutive Months):

- Four Personal Parties submitted per month
- At least 2 Legs with a Team Leader on each Leg
- Group Sales of \$6000 per month (of which not more than 50% of the sales Volume comes from any one leg of the group)

Benefits:

- Earns Personal Sales and Bonus Level Commissions (up to 47%)
- Earns 7% on Personal & Central Team Sales
- Earns 5% on Level 1 Team Leaders & Their Central Team Sales

**Division Leader-**

Qualifications (2 Consecutive Months):

- Four Personal Parties submitted per month
- At least 4 Legs with a minimum of 1 qualified leader on each Leg (of which 1 must be a Region Leader)
- Group Sales of \$15,000 per month (of which not more than 50% comes from any one leg of the group)

Benefits:

- Earns Personal Sales and Bonus Level Commissions (up to 50%)
- Earns 10% on Central Team Sales
- Earns 8% on Level 1 Team Leaders & Their Central Team Sales
- Earns 6% on Level 1 Region Leaders & Their Central Team Sales
- Earns 3% on Level 2 Leaders & Their Central Team Sales

**Sr. Division Leader**

Qualifications (2 Consecutive Months):

- Four Personal Parties submitted per month
- At least 6 Legs with a minimum of 1 qualified leader on each leg (of which 2 must be a minimum of Region Leader and 1 must be a Division Leader)
- Group Sales of \$25,000 per month (of which not more than 50% comes from any one leg of the group)

Benefits:

- Earns Personal Sales and Bonus Level Commissions (up to 50%)
- Earns 10% on Central Team Sales
- Earns 8% on Level 1 Team Leaders & Their Central Team Sales
- Earns 6% on Level 1 Region Leaders & Their Central Team Sales
- Earns 3% on Level 1 Division Leaders & Their Central Team Sales
- Earns 3% on Level 2 Leaders & Their Central Team Sales
- Earns 1% on Level 3 Leaders & Their Central Team Sales
- Business Builder Cash Bonus of \$500 per Month



**Leadership Earning Examples\*****Team Leader:** Approximately \$4,500 in Central Team Sales

Monthly Overrides @ 5% = \$225

Personal Sales \$2,500 @ 35%= \$875

**Total Income for month = \$1,100****Region Leader:** Approximately \$4,500 in Central Team Sales

Monthly Overrides @ 7%= \$315

Approximately \$9,000 on

Two Team Leaders Team Sales @ 5% = \$450

Personal Sales \$2,500 @ 38% = \$950

**Total Income for month = \$1,715****Division Leader:** Approximately \$4,500 in Central Team Sales @10%

Monthly Overrides = \$450

Approximately \$18,000 on

Four 1<sup>st</sup> Level Team Leaders Team Sales @ 8%

Monthly Overrides = \$1440

Approximately \$4,500 on

One Region Leader Team Sales @ 6%

Monthly Overrides = \$270

Approximately \$9,000 on 2 2<sup>nd</sup> Level Teams @3%

Monthly Overrides = \$270

Personal Sales \$2,500 @ 40% = \$1,000

**Total Income for month = \$3,430****Annual Earning Potential = \$41,160****Sr. Division Leader:** Approximately \$4,500 in Central Team Sales @10%

Monthly Overrides = \$450

Approximately \$18,000 on

Four 1<sup>st</sup> Level Team Leaders Team Sales @ 8%

Monthly Overrides = \$1440

Approximately \$4,500 on

One First Level Region Leader Team Sales @ 6%

Monthly Overrides = \$270

Approximately \$15,000 on

One First Level Division Leader Team Sales @3%

Monthly Overrides = \$450

Approximately \$9,000 on 2 2<sup>nd</sup> Level Teams @3%

Monthly Overrides = \$270

Approximately \$20,000 on 4 3<sup>rd</sup> Level Teams @1%

Monthly Overrides = \$200

Personal Sales \$2,500 @ 40% = \$1,000

Monthly Business Builder Cash Bonus= \$500

**Total Income for month = \$4,580****Annual Earning Potential = \$54,960**

\* Assumes Party Average of \$500. Assumes Central Teams producing \$4500 in sales; approximately 9 (Nine) parties submitted for the Central Team with the Team Leader holding approximately 5 (five) of the nine parties personally. **These examples are showing potential income. There are no guaranteed incomes as an independent consultant. Your earnings may be different.**

## Compensation Plan Definitions

**Qualified Party:** \$250 or more in sales and 3 or more customer orders.

**Qualified Consultant:** \$700 Personal Sales submitted in first full calendar month

**Leader Activity Requirement:** \$500 in sales submitted or 1 new personal recruit in a calendar month.

**Central Team:** The entire team of the Leader's personally sponsored Consultants and their personally sponsored Consultants who have not become Leaders yet or are not under another Leader.

**Group:** All of the Leaders and Consultants connected downline to a Leader.

**Leg:** When a Leader promotes from another Leader's Central Team, she starts a new Leg in the upline Leader's group. A Leader may have a group that is many Legs wide.

**Paid as Rank:** The placement in the compensation plan for the Leader has qualified for based on performance and is eligible for specific benefits

**Rank Title:** The Title achieved through performance which may not be the same as the Paid as Rank, if reclassified to a lower Paid as Rank due to missed maintenance requirements.

**Maintenance Requirements:** A level of performance that must be achieved each month in order to maintain a Paid as Rank.

**1<sup>st</sup> Level Leader:** A Leader and her Central Team who are direct to the upline Leader with no Leaders in between.

**2<sup>nd</sup> Level Leader:** A Leader and her Central Team who are downline to another Leader makes them 2<sup>nd</sup> Level to that Leader's upline with no other Leaders in between.

**3<sup>rd</sup> Level Leader:** A Leader and her Central Team who are downline to a 2<sup>nd</sup> Level Leader with no other leaders in between.

**Anniversary Year:** A 12 month period beginning with the individual's enrollment anniversary date

**Grace Period:** During each 12 month time-frame starting with the Leader's enrollment anniversary date (anniversary year), the Leader will be granted two grace months in regard to not achieving the maintenance requirements for the rank she has promoted to. Once both months are used, she will retain her rank title but will be paid as the rank she is actually qualified for based on performance. After being reclassified to a lower rank, she is eligible to re-promote to the previous rank with the same qualifications required to obtain that rank.

## Questions?

Should you have any questions, please feel free to contact Sydney Andrews at 800-991-3149 or submit them via email at [info@sydneyandrews.com](mailto:info@sydneyandrews.com).