

***RUN  
YOUR  
BUSINESS  
LIKE A  
BOSS***

**PURE ROMANCE**  
*2016 Rewards Book*

# MAKE MONEY LIKE A BOSS



## HOW YOU MAKE MONEY

YOU WANT TO SUCCEED? THEN YOU'VE GOT TO REMEMBER THESE THREE LITTLE WORDS: **BOOK. SELL. SHARE.**

*Book parties. Sell product. Share the business opportunity. Do this, and you'll make money. Do it more, and you'll make more money. It's that simple.*

1

### BOOK

*Booking parties is the foundation of any Pure Romance business, because that's where you find customers and potential team members! Every party is a payday for you, so keep your calendar full! Potential hostesses are all around you—ask your friends, family, coworkers, and neighbors if they're ready to party!*

2

### SELL

*Buy Pure Romance product at a discount. Sell it for the full retail value. Pocket the profit. It's that easy! Every sale you make is another step on the path to earning the income you desire. You'll be amazed to see how quickly it can add up—and as you sell more, you earn free product to give away or sell for pure profit!*

3

### SHARE

*Think of all the reasons you became a Consultant: more money, flexibility, the freedom to run your own business. There are others out there who want the same things! As you tell women about the business, you grow a team of like-minded Consultants—and what's more, you earn bonuses based on your team's performance!*

# MAKE AN EXTRA \$150 PER MONTH\*

**IT'S PROVEN—INVENTORY IS CRUCIAL  
TO YOUR SUCCESS, RIGHT FROM THE START.**

Making money just got even easier. The Inventory Advantage Program lets you build your inventory immediately with \$1,000 of the best-selling Pure Romance products at a 50% discount. Your party guests will take home their product the night of the party—which they'll love. So they'll buy even more from you—which you'll love. Everybody wins. See the 2016 Incentive Requirements Guide for complete details.

**\$99** PER MONTH FOR ONLY 5 MONTHS\*\*  
**NEW CONSULTANTS**

\*Earnings estimate based on average sales of participating vs. non-participating Consultants.

\*\* Pay shipping and handling, sales tax (where applicable), and a \$15 processing fee at time of purchase.



**"THE INVENTORY ADVANTAGE PROGRAM IS AMAZING! IT'S GIVING CONSULTANTS MORE PRODUCT AND BUILDING THEIR CONFIDENCE, PLUS IT'S ENCOURAGING WOMEN TO BUY MORE AT PARTIES!"**

*Melissa Messenger*

Executive Director, Sobieski, WI  
Since 2002



**"THAT'S WHY I LOVE THE INVENTORY ADVANTAGE PROGRAM—INVENTORY IS REALLY IMPORTANT BECAUSE WOMEN ARE IMPULSIVE BUYERS, ESPECIALLY WITH THESE PRODUCTS! WE DEMO THE PRODUCTS, THEY GET EXCITED, AND THEY WANT THE PRODUCT NOW!"**

*Cassidy Bybee*

National Director, South Weber, UT  
Since 2008



**WORK  
HARD  
LIKE A  
BOSS**

## **CHASE THE DREAM. EARN THE GREEN.**

**GROW WITH YOUR BUSINESS. SEE THE LEVEL OF  
SUCCESS YOU CAN ACHIEVE.**

*Hard work should be paid off with big rewards. As you advance to new levels in this business, the perks will follow. Each level you achieve offers the opportunity for even more cash and bonuses!*

**EXECUTIVE DIRECTOR** *Running a thriving business and a dynamic team of empowered leaders.*

**NATIONAL DIRECTOR** *Booking, selling, sharing, and managing—you do it all like a pro!*

**SENIOR DIRECTOR** *Succeeding at the head of a growing organization.*

**ADVANCED DIRECTOR** *Building a stronger team, step by step.*

**DIRECTOR** *Growing your team and training other women to sponsor.*

**SENIOR CONSULTANT** *Starting to share the business opportunity with other women.*

**ADVANCED CONSULTANT** *Investing in more products to sell.*

**CONSULTANT** *Entering the business for the first time.*

# BUYING DISCOUNTS AND OVERRIDE BONUSES

**IT PAYS CASH MONEY TO LEAD. THE BIGGER YOUR TEAM, THE BIGGER YOUR BUYING DISCOUNTS AND BONUSES. CHA-CHING.**

## BUYING DISCOUNT

Your Consultant buying discount is the percentage you get off the full retail price of products (aka your profit from selling the products)!

## OVERRIDE BONUS

The cash you receive is based on the sales of your downline. Each Override Bonus level is the amount paid to you for that level downline.

## DOWNLINES

The Consultants you sponsor make up your first-level downline. The women sponsored by your first-level downline are your second-level downline, and so on.

## LIFESTYLE BONUS

An extra reward for reaching your sales minimums, maintaining your level, and sponsoring new Consultants.

	BUYING DISCOUNT	OVERRIDE 1ST LEVEL DOWNLINE	OVERRIDE 2ND LEVEL DOWNLINE	OVERRIDE 3RD LEVEL DOWNLINE	OVERRIDE 4TH LEVEL DOWNLINE	MONTHLY LIFESTYLE BONUS	Active 1st Level Downline	Active 2nd Level Downline	Active Number of Senior Consultants or Above in 1st Level	Number of New Consultant Activations Needed for Lifestyle Bonus and Level 3 and Level 4 Overrides	Monthly Minimum to Receive Bonuses
<b>EXECUTIVE DIRECTOR</b>	60%	6.0%	5.0%	1.0%	1.0%	\$1,000	30	30	8	2	\$4,000
<b>NATIONAL DIRECTOR</b>	55%	6.0%	5.0%	1.0%	1.0%	\$600	30	30	4	2	\$4,000
<b>SENIOR DIRECTOR</b>	55%	5.0%	5.0%	1.0%	1.0%	\$500	18	8	2	2	\$3,500
<b>ADVANCED DIRECTOR</b>	53%	4.0%	4.0%	1.0%	1.0%	\$400	12	4	1	1	\$3,000
<b>DIRECTOR</b>	50%	3.5%	3.5%	1.0%	1.0%	\$300	8	-	-	1	\$2,250
<b>SENIOR CONSULTANT</b>	50%	2.5%	2.5%	0.0%	0.0%	\$100	3	-	-	-	\$1,500
<b>ADVANCED CONSULTANT</b>	40%*	2.0%	2.0%	0.0%	0.0%	-	-	-	-	-	\$750

\*45% with the purchase of Deluxe or Premium Starter Kit.

See the 2016 Incentive Requirements Guide for complete details on bonuses and level advancements.

# LEAD LIKE A BOSS



## STAR TREATMENT. YOU'VE EARNED IT.

*A voice in the company. Access to top corporate executives. Fabulous trips and VIP entry at events. Cash bonuses, exclusive gifts, and special recognition. It can all be yours—that is, if you want it enough.*

SENIOR BOARD OF DIRECTORS	PERSONAL RETAIL SALES	NEW CONSULTANTS ACTIVATED	GROUP SALES
OPTION 1	\$60,000	24	\$3,000,000
OPTION 2	\$65,000	24	\$2,000,000
OPTION 3	\$75,000	24	\$1,000,000

*The cream of the crop—these women do it all.*

BOARD OF DIRECTORS	PERSONAL RETAIL SALES	NEW CONSULTANTS ACTIVATED	GROUP SALES
	\$75,000	24	\$250,000

*These leaders achieve at a high level again and again.*

PRESIDENT'S CLUB	PERSONAL RETAIL SALES	NEW CONSULTANTS ACTIVATED	GROUP SALES
	\$60,000	16	-

*These up-and-comers have proven they mean business.*

*Consultants who achieve one of these positions will hold their position until December 31, 2017.*

# CONSULTANT PERKS. REAP THE REWARDS.

**WHEN YOU WORK LIKE A BOSS, YOU GET PAID LIKE A BOSS—WITH CASH BONUSES, FREE PRODUCTS, AND SIGNATURE JEWELRY!**



## THE FAST TRACK PROGRAM

When you work your business, Pure Romance rewards you—right from the start. Earn exclusive jewelry that's available only in your first 60 days in business. \$1,000 in retail sales will earn you a Pure Romance heart necklace. Add a new active Consultant to your downline, and you'll get a signature Pure Romance heart pin!



## FREE PRODUCT BONUS

Reach monthly sales goals to earn free Pure Romance products! Use them for hostess gifts, offer them as customer and team incentives, or just add 'em to your inventory to sell for pure profit! Every \$1,000 in retail sales earns you \$50 in free product!



## PERSONAL WEBSITE COMMISSIONS

Direct customers to your personalized Pure Romance website to earn cash on the purchases they make online. You'll earn a 30% commission on orders that are \$39.99 or less and a 40% commission on orders of \$40 or more.



## SPONSOR BONUS

Share the Pure Romance opportunity and earn a bonus for every new Consultant who activates. Consultants and Advanced Consultants get a Sponsor Bonus of \$50 in free product for each new Consultant, while Senior Consultants and above earn a Lifestyle Bonus for leading their teams. See pages 8-9 for more on the Lifestyle Bonus.



## RETAIL SALES BONUS

When you're a sales superstar, you're rewarded like no other! Bank more than \$10,000 in monthly retail sales and you'll earn 2.5% cash back on your retail total for that month! Chase that paper and achieve more than \$100,000 in retail sales for the year to receive another 2.5% cash back bonus.



## SUPERSTAR BONUS

For the Consultants at the very top of their game, we present the Superstar Bonus: \$12,000. You read that right—Twelve. Thousand. Dollars. It's not easy, but when you achieve superstar status, you'll receive a five-figure payday just in time for the holidays. See the Incentive Requirements Guide for details.



# VACAY LIKE A BOSS

## SUN, SAND, AND SURF. NEED WE SAY MORE?

### **GOLDEN SANDS, WARM BREEZES, AND CRASHING WAVES.**

*When you work hard like a boss, you relax like one, too. That's why Consultants who rock their business can earn a trip to one of the most amazing destinations in the world: Cancún, Mexico!*

*There's a limited number of slots (300 total!) for Consultants to earn this trip. So not only are we asking you to go harder than ever before on your business, you have to be one of the first to cross the finish line, too. The contest period is January 1 – March 31, 2016, and the trip will be held in July 2016. Are you ready?*

### **HOW TO EARN THIS TRIP**

*Consultants must meet the requirements below and be among the first 300 to qualify. The first 150 Consultants through Senior Consultants and the first 150 Directors through Executive Directors who meet the requirements will earn the trip.*

#### **CONSULTANT —————> SENIOR CONSULTANT**

*A minimum of \$15,000 in retail sales plus 4 new active Consultants required.*

#### **DIRECTOR —————> EXECUTIVE DIRECTOR**

*A minimum of \$28,000 in retail sales plus 8 new active Consultants required.*

#### **SEE THE 2016 INCENTIVE REQUIREMENTS GUIDE FOR COMPLETE DETAILS.**

*The level you begin the contest is the level at which you compete. Consultants must maintain their monthly retail minimums until the trip takes place. If a Consultant wants to bring a guest, she can buy in for this additional person.*



# PARTY HARD LIKE A BOSS



ORLANDO  
WORLD CONFERENCE

---

**WE'RE SO EXCITED TO SEE ALL OF YOU IN ORLANDO  
TO CELEBRATE THE THINGS THAT TRULY DRIVE US ...  
EMPOWERMENT, EDUCATION, AND ENTERTAINMENT.**

*Whether you're a first-timer or a World Conference veteran, the time you spend with us over these 4 days will show you just how much you can achieve—and just how far you can go in this business!*

*Meet and learn from your sister Consultants, become a better businesswoman, and just as importantly: have fun!*

**MARCH 30 - APRIL 2, 2016**

*Registration deadline is February 29, 2016*

# HOW TO EARN LIKE A BOSS

## CONDENSED INCENTIVE REQUIREMENTS

### EFFECTIVE JANUARY 1—DECEMBER 31, 2016

Access the complete Incentive Requirements Guide at [coo.pureromance.com](http://coo.pureromance.com)

As a Pure Romance Consultant, you are self-employed. An independent contractor. Whatever you want to call it, it all comes down to one thing: You are the boss. You will receive plenty of business guidance, yet you have the freedom to choose your own hours and the business methods that work best for you.

#### GOOD & ACTIVE STANDING STATUS

Being the boss means acting like a boss, with all the class you'd expect from a respected business leader.

**GOOD STANDING REQUIREMENTS:** professional dress, acting with respect for others, and following through on your commitments.

**RULES OF SELLING:** We only sell unopened/unused Pure Romance products to adults 18 years and older at parties or Corporate-approved promotional events, open houses, and on [pureromance.com](http://pureromance.com).

**PARTY POLICIES:** only women over 18, be classy when discussing the products, have a private space for ordering, and reward your hostess (10% of the party subtotal, plus a free gift if the party is \$150 or more). When describing and presenting the products, sampling is above the waist ONLY. Finally, only active Consultants are eligible to be rewarded like a boss.

#### ACTIVATION & STAYING ACTIVE

Buying a Starter Kit is just the first step toward becoming a boss—to get going on your Pure Romance journey, you'll need to activate and stay active to start earning the green.

**FORMS:** To become Active, the Pure Romance Consultant Agreement and Enrollment Form must be submitted to the Pure Romance Corporate office. If a Starter Kit is purchased online, these forms are submitted automatically. If purchased through fax or phone, original copies must be submitted within 60 days of kit purchase.

**ACTIVATION:** Consultants who purchase Standard Kits must purchase \$200 in retail within 60 days of kit purchase unless a promotion or contest rules says otherwise. When a new Consultant purchases a Starter Kit that includes automatic activation, she automatically becomes an Advanced Consultant. No additional retail sale order is required. She must still submit the paperwork required to become Active.

**MAINTAINING ACTIVE STATUS:** Advanced Consultants and above must make \$200 or more in retail sales every two calendar months to remain Active; personal website orders count toward the Active minimum. Book the parties and make the sales, and this requirement is easy to achieve. Should a Consultant fail to make \$200 in retail sales, her level will change to Inactive.

**ONCE INACTIVE:** Inactive Consultants will not have any additional discount when placing orders and will need to re-enroll to get these benefits again. Any remaining credit on file will be held in escrow and forfeited after one year should an Inactive Consultant not re-enroll.

#### CORPORATE OFFICE HOURS & CONTACT INFORMATION

Sunday: 4:00 p.m.—12:00 a.m. ET  
Monday—Thursday: 9:00 a.m.—12:00 a.m. ET  
Friday: 9:00 a.m.—5:00 p.m. ET  
Saturday: Closed

Consultant Relations Department  
866-ROMANCE (866-766-2623)  
Consultant Relations Department Fax  
866-261-0949  
Consultant Relations Department Email  
[consultantrelations@pureromance.com](mailto:consultantrelations@pureromance.com)

#### CONSULTANT ORDERS

You make money by selling Pure Romance products, so stock up like a boss and get ready to profit with every order!

You place your orders with the corporate office in Cincinnati, Ohio—that means that all deadlines and processing times are based on Cincinnati time (Eastern). You can pay by major credit card or credit on file (which is like store credit, but for your Pure Romance order), and your order will usually be shipped within 2 business days.

#### FREE PRODUCT

When you're working your business and selling like a boss, you can place orders for totally free product! Free product credit must be redeemed between the 1st and the 15th of the month, and it has to be ordered in the special "Place Free Product Order" section of the Consultant Online Office. Stay on top of your free product credit and order it while you can, because if you don't use it, you lose it! It ships with your next regular order.

#### SHIPPING POLICIES

Your priorities change when you're the boss. For one thing, you'll notice that you get really excited when you see a UPS truck rolling down your street, because it's probably full of Pure Romance products for you to sell! (Sorry, no shipping to P.O. boxes—these goodies come straight to you!) If you live REALLY far away from Cincinnati (we're talking Alaska and Hawaii here), or you want your order shipped by air, you can't order aerosols or items containing alcohol.

#### PAYMENT OF BONUS & COMMISSIONS

Get paid like a boss—through sales, bonuses, and more!

**CREDIT ON FILE:** This is like Pure Romance store credit, and it's how you'll receive small bonuses (under \$10.00) and credit card sales processed through the corporate office.

**DIRECT DEPOSIT:** Get your bonuses and commissions deposited directly to your bank account!

#### PERSONAL WEBSITE & ONLINE GUIDELINES

Your beautiful, professionally designed Pure Romance website lets you sell online like a boss and literally make money in your sleep!

You get a sweet commission on everything ordered through your site, and the corporate office ships it out for you. You can only sell products online through your Pure Romance website—no auctions, marketplaces, or classifieds, because we're keeping it classy and on-brand here!

Your website should stay as professional and classy as you are!

#### BONUSES & PERKS

When you work like a boss, you get rewarded like one too. We're talking bonuses, incentive trips and contests, and a spot on the President's Club, Board of Directors, Sr. Board of Directors, and higher.

**BONUSES:** Paid on a monthly basis in the form of direct deposit or credit on file. Bonuses may be earned in many ways. As a Consultant you can earn Override, Sponsor, Retail Sales and Superstar bonuses.

**FAST TRACK PROGRAM FOR NEW CONSULTANTS:** New Consultants can earn exclusive Pure Romance jewelry by reaching \$1,000 in retail sales within 60 days. If you sponsor a new Consultant during that time, you'll get a heart pin in addition to a heart necklace!

**SEE THE 2016 INCENTIVE REQUIREMENTS GUIDE FOR COMPLETE DETAILS.**

#### U.S. CREDIT CARD AUTHORIZATION INFORMATION

Visa, MasterCard, Discover  
800-741-5682  
Merchant Number: 71000005571

American Express  
800-528-2121  
Merchant Number: 3340559004

© 2016 Pure Romance, LLC  
161 Commerce Boulevard  
Loveland, OH 45140

T: 866.ROMANCE  
F: 513.248.8720  
[pureromance.com](http://pureromance.com)

