

# OPEN FOR BUSINESS UNDERSTANDING YOUR USANA BUSINESS

The USANA business opportunity operates under a simple premise: when you successfully share USANA's products and the USANA business with others, you get paid for your efforts.

## HOW IT WORKS

### STEP 1: OPEN YOUR BUSINESS CENTER(S)

When you join USANA, you'll open one **Business Center** or three Business Centers, based on whether you'd like to start a small business or a large business. You'll earn commissions on your product sales through your Business Center(s).

#### BUSINESS CENTER:

Your storefront. Think of opening a Business Center like opening a physical location for your business. The more Business Centers you have, the more money you can potentially make.



### STEP 2: SHARE USANA

Your USANA business is based on a binary compensation plan, which means you'll begin building your business with a left and a right side. You'll earn weekly commissions based on the total number of **points** you and your team collect on each side of your business—this is called **Group Sales Volume**, and it includes sales from both Associates and **Preferred Customers** on your team.

The amount you earn from your USANA business will be in direct proportion to your ability to share USANA's wellness products with other like-minded people, as well as your ability to build a team of Associates who, like you, share USANA's products with others and build strong teams of their own.

#### POINTS:

Each USANA product has a point value. This is different from the dollar amount. Points contribute to your overall volume, which determines your commission.



=POINTS

#### GROUP SALES VOLUME:

The cumulative volume of sales (in points) you and your team earn. This is tallied every week, and there is no limit to the number of people in your organization from whom you can earn Group Sales Volume. There are also no monthly Group Sales Volume requirements.



### STEP 3: MAKE THE MOST OF IT

Leverage the income you make through your USANA business in a number of ways.

#### DOUBLE YOUR COMMISSIONS BY OPENING THREE BUSINESS CENTERS



As you build Business Centers two and three, you are simultaneously building Business Center one without additional effort because the Group Sales Volume in your second and third Business Centers rolls up to your first Business Center.

#### ROLLOVER



You are paid out each week on the Group Sales Volume that is the same, or matched, on both your left and right sides. But what about the rest? It becomes rollover for your next check (up to 5,000). Continue to build both sides of your business evenly to take full advantage of the work of you and your team members.

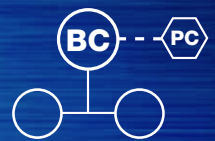
#### ADDITIONAL BUSINESS CENTERS (FIGURE A)



As you continue to grow your USANA business, you can qualify for Additional Business Centers, which allow you to increase your income potential. Whenever you **maximize a Business Center**, you earn an Additional Business Center. There are no limits to the number of Additional Business Centers you can earn, which means there are no limits to how big your business can grow.

#### PREFERRED CUSTOMER (PC):

A USANA customer who receives **Preferred Pricing** on USANA's products, but is not eligible to receive commissions when they share USANA with others. Orders by Preferred Customers in your team add to your total Group Volume each week.



#### HOW DO I GET PAID?



You will earn commissions based on where the Group Sales Volume on the left and right sides of your Business Center match. Find where the Group Sales Volume on your left side matches the Group Sales Volume on your right side, and multiply it by 20 percent (or .2). This total equals your Commission Points for the week. Points are converted into your country's currency.



#### MAXIMIZE A BUSINESS CENTER:

Accumulate 5,000 points in Group Sales Volume, current and rollover, in both of your Business Center's sides in a single week.



# 1 BUSINESS CENTER



## POTENTIAL WEEKLY INCOME BASED ON YOUR EFFORTS

With USANA, you're paid on any matched Group Sales Volume (starting at 125 points) from your left and right sides. This chart shows a few examples to help you visualize the potential growth of your USANA business.

Remember, take any matched Group Sales Volume from your left and right sides, multiply it by .2 (or 20 percent) and you'll see the Commission Points you'll earn for that week!

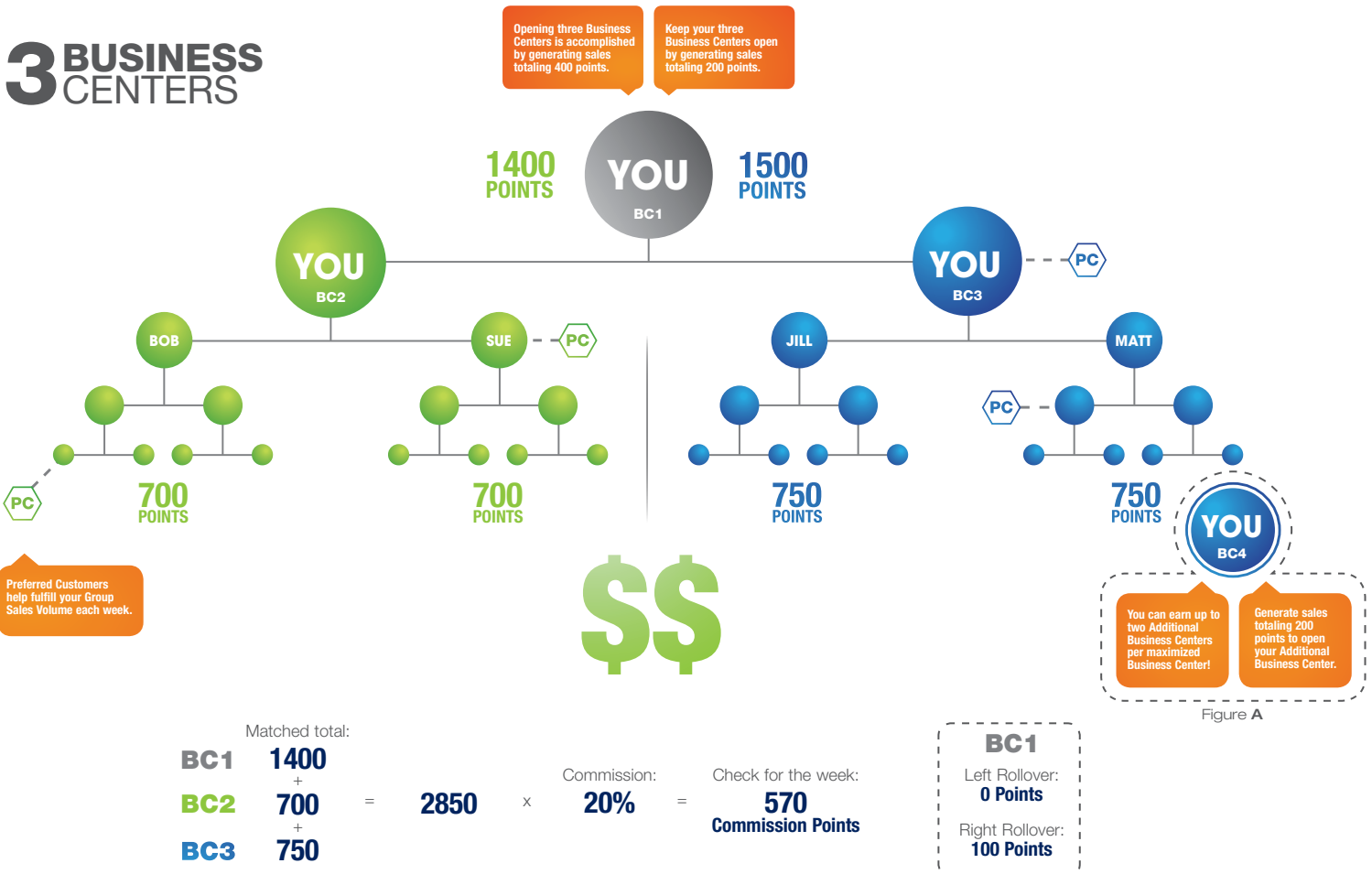
Left Group Sales Volume	Right Group Sales Volume	Matched Volume	Commission Points
125	150	125	25
350	425	350	70
675	547	547	110
1,000	1,500	1,000	200
2,500	2,750	2,500	500
4,457	4,780	4,457	892
5,000	5,400	5,000	1,000

You've maxed your Business Center!

Remember, any points that remain unmatched (up to 5,000) will roll over to next week! In this example, 323 points will roll over and count toward your next check.

Because USANA is a global company, we use Commission Points instead of dollars to calculate your commission. Your Commission Points are converted into your country's currency. In the U.S., one Commission Point is equal to one dollar.

# 3 BUSINESS CENTERS



\$76,000 is the average yearly income for an established, full-time USANA Associate. \$25,000 is the annual average of those who earned as little as one commission check each month. Total earnings include commissions, Leadership Bonus, Matching Bonus, contests, and incentive compensation. The number of full-time Associates who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those Associates earning as little as one check a month and associated with USANA for more than six months equals 3% of all ordering Associates. If you include all 135,590 ordering Associates, which includes: Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$616.72 with nearly one in three earning a check. To date, USANA has had more than 200 global Associates become lifetime Million Dollar Club members.