

ACUMEN STRATEGIC PARTNERS



INCOME PLAN

ESTABLISHING YOUR NEW STREAM OF INCOME QUICKLY

WELCOME



We feel the professional network marketer of today, more than ever, needs a reliable route to that critical early stage success story. And we believe our innovative Team Partner Income Plan achieves just that. It offers a truly refreshing approach that rewards our Team Partners ethically, speedily and securely.

Our Team Partner Income Plan has been designed from the outset as a wholly decentralised, peer-to-peer income model. One that rewards you quickly for helping instill the key skills, beliefs and behaviours we seek to encourage in our new Partners.

KEY INCOME PLAN GOALS

- To ensure everyone enjoys an equal opportunity to progress
- To reward our Partners for their mentoring and support efforts
- To get you into fast daily income from week one in the business



THE NEED FOR SPEED

But before we dive in, let's face it, fast income really is the key to fast duplication. It's the key to instilling that all important sense of urgency throughout your growing team. When each of your Team Partners has the opportunity to make good money quickly, fast duplication and sustainable growth follow soon after. Nothing builds belief and confidence like a fast stream of initial income! In short, when your new Team Partners make money quickly they stay, they build and they duplicate - and they do so with urgency.

We feel you'll find our Partner Income Plan the perfect first step into the industry and an effective platform to build your wider network marketing career upon. It's a Plan that boosts rewards at virtually every stage of your new business's growth, but particularly early on when skills, confidence, peer-group support and fast income are of the essence.



KEY PRINCIPLES

To begin, let's unpack and cover in a little more detail, the four key principles that underpin our Acumen Strategic Partners' Income Plan...



LEVERAGE

As word of a great idea spreads, you get to share in the collective effort of the crowd, not just your own.



RESIDUAL INCOME

Do the work once, and get paid again and again across time as your Team Partners continue to build.



DYNAMIC SCALE

Guide progressively greater individual units of sale through your team to scale team-wide productivity.



PEER-TO-PEER

Get paid daily, from your very first week in the business, person-to-person as your business grows.

LEVERAGE

Leverage in network marketing occurs when a few people share a great idea with a few people, who share the same great idea with a few more people in turn and so on. By building a multi-generational team in this fashion you increase your earning potential exponentially as your income is based upon the collective output of your whole organisation rather than merely your own efforts. As you'll appreciate, over time this is vastly more effective than merely swapping time for money in a traditional, job-type linear way.

Network marketing leverage is about a lot of people each doing a little bit not one person doing everything. It's a systems-based business. And when you consider your team can grow rapidly and without limit to hundreds and potentially thousands of Independent Team Partners (and without any of the downside risks and hassles one would associate with a traditional start-up), you begin to see the attraction.



TEAM

BUILDING...

RESIDUAL INCOME

Residual income in network marketing is the royalty-type income you continue to earn based upon the effort you put in to begin with. When you think about it, there are very few businesses or industries today that pay residual income. Musicians, authors and successful insurance salespeople are a few examples of professions that do earn pretty powerful residual incomes. When you imagine Led Zeppelin writing Whole Lotta Love in 1969 and appreciate the surviving members of the band are still paid a royalty every time it's played on the radio today, you see where we're going with this. You put the effort in once and reap the rewards for months and years to come!

Moreover, the Principle of Residual Income is critically important in the network marketing business because of its natural synergy with the Principle of Leverage. When these two powerful principles occur together, we refer to it as a Leveraged, Residual Income.

A man in a dark suit, light blue shirt, and striped tie stands with his hands in his pockets. He is positioned next to a dark green chalkboard. On the chalkboard, the words "PASSIVE INCOME" are written in white, chalky, uppercase letters. The background features teal geometric shapes in the corners.

PASSIVE
INCOME

DYNAMIC SCALE

Dynamic Scale refers to the idea of guiding progressively greater units of recurring purchases and sales through your growing independent community of Team Partners. This means that your organisation is not only growing in terms of its raw number of Independent Partners (leverage). It's not only creating a residual stream of income (through the residual activity and purchasing power of that growing community of Team Partners). It's also scaling that leveraged residual to ever great heights through *progressively greater units of sale*. This occurs as the product innovations of the future are introduced into, and flow through, your now established organisation.

In that rare business where all three income principles occur simultaneously, we refer to this as a Dynamically Scaled, Leveraged Residual Income. Running together, these three key principles offer up an ultra-powerful way to kick-start your Acumen Strategic Partners' career and get your new income stream off the ground fast.



PEER-TO-PEER

The key point to appreciate from the outset is that Acumen Strategic Partners operate entirely as a peer-to-peer community. As such, all commissions are paid immediately, person-to-person in real time on a transaction by transaction basis. At Acumen Strategic Partners the concept of pending commission doesn't exist as the company holds no central repository of commissionable funds. This makes for a simple and secure business model. And an extremely brisk one too! ***New Team Partners are directed by the system to pay 100% of their Partner Support Fee directly to a member of their upline in accordance with this Income Plan.*** Partner Support Fees are paid in line with your preferred method of receiving payment. This is usually a simple online bank-to-bank transfer but you can also include a Paypal option should you wish.



HOLACRACY

Holacracy is the innovative method of decentralised management and organisational governance we employ at Acumen Strategic Partners and provides a context for the four key income principles above. Holacracy essentially means that authority and decision-making are distributed through local, self-organising teams rather than being vested in a conventional management hierarchy. In a Holacracy, power and authority is decentralised and distributed, giving individuals and local teams much more freedom to self-manage, while staying aligned to our core values, mission, corporate identity and purpose.

And it works! Each Team Partner is afforded an equal opportunity to progress and given the trust and autonomy to direct their energies in alignment with Acumen Strategic Partners' ideals, unlocking every Team Partner's full potential without bureaucracy, office politics or pointless middle management.



COMMISSION SCHEDULE

Behaviour! It's what Income Plans are about (or should be about). The Income Plan of any professional network marketing company should serve to **reflect the behaviour** the organisation seeks to encourage in the model Team Partner. With this in mind, a key tenet of our business revolves around the idea that our new Team Partners are supported by their peers over the long-term in their business building endeavours. Our new Team Partners are not "recruited" in a traditional sense (we don't even use the term). Our new Team Partners are "sponsored" into the business, meaning they're enrolled into the business and supported by their personal sponsor (their enroller) and upward Team Partners on a personalised long-term basis. It's this ethos of long-term commitment and support that is reflected in our Income Plan. The nature of the role as a professional Sponsor mandates we work closely with the people we enrol and to help build upon their hard work, and it's this commitment and methodology we seek to reflect in the manner our Team Partners are rewarded. In short, you get paid for doing the right thing, both morally and professionally.



THE CORPORATE OFFICE

To sustain the business, the Acumen Strategic Partners' Independent Team Partner Agreement carries a modest monthly renewal and administration fee of £5 (+VAT).

This modest Direct Debit fee funds the provision of your Team Partner web-portal (that's your Partner back-office), our I.T. and web-hosting, our Partner Support department and the day-to-day running of the Corporate Office.

Once you're set up, you begin the process to enter the main body of our Income Plan.

There are 4 Phases to our Partner Income Plan:

- Team Partner
- Senior Team Partner
- Executive Team Partner
- Principle Team Partner

Each of our four Phases operate independently of one another. The Plan is "Uni-Level", meaning you may personally sponsor as many new people as you wish (although as you'll learn, it's all about driving the depth).

The pages that follow illustrates how the four Phases produce income...



TEAM PARTNER



YOU

You have elected to join Acumen Strategic Partners (on the same basis as everyone else) as a Team Partner



FRAN

Fran elects to follow your referral link and join the business as a Team Partner on your 1st-tier



ALAN

Alan elects to follow Fran's referral link and join the business as a Team Partner on your 2nd-tier pay-line
(Alan forwards **£100** Support Fee to you)

SENIOR TEAM PARTNER



YOU

You have elected to lead by example and upgrade to Senior Team Partner



FRAN

Fran elects to upgrade to Senior Team Partner on your 1st-tier



ALAN

Alan elects to upgrade to Senior Team Partner on your 2nd-tier



ZAC

Zac elects to upgrade to Senior Team Partner on your 3rd-tier pay-line
(Zac forwards **£200** Support Fee to you)

EXECUTIVE TEAM PARTNER



YOU

You have elected to lead by example and upgrade to Executive Team Partner



FRAN

Fran elects to upgrade to Executive Team Partner on your 1st-tier



ALAN

Alan elects to upgrade to Executive Team Partner on your 2nd-tier



ZAC

Zac elects to upgrade to Executive Team Partner on your 3rd-tier



EMMA

Emma elects to upgrade to Executive Team Partner on your 4th-tier
(Emma forwards **£400** Support Fee to you)

PRINCIPLE TEAM PARTNER



YOU

You have elected to lead by example and upgrade to Principle Team Partner



FRAN

Fran elects to upgrade to Principle Team Partner on your 1st-tier



ALAN

Alan elects to upgrade to Principle Team Partner on your 2nd-tier



ZAK

Zak elects to upgrade to Principle Team Partner on your 3rd-tier



EMMA

Emma elects to upgrade to Principle Team Partner on your 4th-tier



JOE

Joe elects to upgrade to Principle Team Partner on your 5th-tier
(Joe forwards **£800** Support Fee to you)

NON-RECEIPT RULES

Non-receipt of Team Partner Support Fee – 48 hour rule:

The Acumen Strategic Partners' Income Plan mandates a maximum 48 hour period available to any upline Partner to notify the Acumen Strategic Partners' Corporate Office of non-receipt of any Partner Support Fee (from time of notification of the Partner's point of entry or upgrade). Should the Acumen Strategic Partners' Corporate Office **not** receive any such notification from the upline Partner concerned within this 48 hour period, such non-notification shall constitute an irrefutable confirmation by the upline Partner of the proper and timely receipt of the Partner Support Fee. Once this 48 hour period has elapsed, the newly enrolled or upgraded Partners' position will be activated by the Corporate Office if it has not already been done so by the upline Partner concerned (the working assumption being the upline Partner has failed to respond in a timely fashion to a legitimate approval request).

Non-receipt of Team Partner Support Fee (Lock-out):

Conversely, should the Acumen Strategic Partners' Corporate Office receive timely notification from any upline Partner of non-receipt of any due Partner Support Fee (within 48 hours of the new Partner's point of entry or upgrade) the newly enrolled or upgraded Partner's web-portal will remain locked by the Corporate Office. Following investigation, should the Acumen Strategic Partners' Corporate Office, in its reasonable opinion, find in favour of the upline Sponsor, the newly enrolled or upgraded Partner will be permanently locked out of their Partner web-portal, their position terminated, and their admin fee for that month forfeited.

In practice, these protocols are rarely actioned. Partners appreciate our p2p model of immediate pay prompting immediate activation.

FOUR STEPS TO SUCCESS

Let's review the four simple steps to joining us as an Independent Team Partner and setting up a lifetime of peer-to-peer income.

1

REGISTRATION

Follow your Sponsor's join link and complete your registration details.

2

ADMIN FEE SET-UP

Set up your monthly Partner renewal and administration fee via Direct Debit.

3

PARTNER SUPPORT FEE

Pay your Support Fee to the appropriate person in your upline. You are now Active!

4

HOW TO PAY ME PAGE

Complete your profile so your future Team Partners know how to pay you.

WELCOME TO THE FAMILY

Acumen Strategic Partners are one of the few network marketing businesses where you can earn as you learn, right from the start. If you find yourself faltering after a difficult day, think of the millions who invest substantial amounts of capital in a business only to end up working horrendous hours trying to make it pay against all the odds. Think of the millions who labour through years of adversity, often racking up huge debts along the way for a chance to join the ranks of the higher paid. Think of those who waste their life stuck in traffic as they commute to the office and back. Think of those who miss pivotal events in their children's lives due to work commitments. Think of the people who dread going to work each day to tedious, repetitive jobs, not to mention having to work with, and for, people they wouldn't spend time with under any other circumstances. Think how lucky you are that you are at the helm of your own low-risk, high-yield business – a business where **you** get to decide how your time is spent and with whom you spend it.



Acumen Strategic Partners Ltd
Suite A
82, James Carter Road
Mildenhall
Bury St Edmunds
IP28 7DE

- 👤 Tel: 01782 379102 (10am–5pm, Mon–Fri)
- 💬 support@acumenstrategicpartners.com
- 🌐 www.acumenstrategicpartners.com

