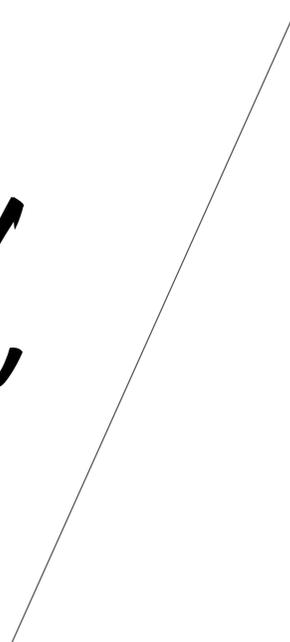


URBAN  
CANDLE

Consultant  
Compensation Plan



**£3K**



As an Urban Candle Consultant, it's our goal to help you drive your business to achieve a minimum annual sales goal of £3,000 – The “250 Consultant” status...

Think of it this way...

**£250** per month

**£62.50** per week

**£8.92** per day

Doesn't sound much does it? – If you achieve that, you'll make **£750** profit yourself. Double that, and you've got **£1,500**. Triple that and you've got **£2,250** in your pocket - more than enough for a lovely family holiday! There's no cap, so you can take your business as far as you want to...



## The Urban Candle Consultant Status Levels



- #1: Active Consultant
- #2: Aspire Consultant
- #3: 250 Consultant
- #4: Executive Consultant
- #5: Silver Consultant
- #6: Platinum Consultant
- #7: Consultant Director



Six levels of consultant status, rewarding you and your hard work with different levels of commission and business bonuses...

You = 25% Profit on all  
Customer orders

| YOU

Level 1 (One) Team  
Members = 5%

| LEVEL  
|

Members of your direct team,  
people who you have recruited and  
manage directly yourself

Level 2 (Two) Team  
Members = 3%

| LEVEL  
2

Members of your overall team who  
were recruited by and are managed  
by your Level 1 consultants

Level 3 (Three) Team  
Members = 1.5%

| LEVEL  
3

Members of your overall team who  
were recruited and are managed by  
your Level 2 consultants

The Two Fifty Club is an exclusive club for Urban Candle consultants who consistently drive their business and work towards the growth of our business overall.

### What goes on in the club?

As a *Two Fifty Member*, you'll benefit from exclusive offers and promotions to offer your customers and help further drive your business. In addition to that, you'll benefit from "250" perks, advance product previews, exclusive incentives and use of our NEW point of sale tool, meaning you can place orders and process customers card payments on the go... It's where you need to be and it's designed to help you grow...

Being part of it is simple. Work towards the £3K plan, and consistently deliver £250 of sales per month and you're in!

The logo for 'The Two Fifty Club' is displayed on the right side of the page. It consists of four stacked words: 'THE' in a bold, teal, sans-serif font; 'TWO' in a thin, teal, outline-style sans-serif font; 'FIFTY' in a bold, teal, sans-serif font; and 'CLUB' in a thin, teal, outline-style sans-serif font. A vertical teal bar is positioned to the left of the text.

THE  
TWO  
FIFTY  
CLUB



GOAL  
ONE

# Active Consultant

An active consultant is defined as someone who submits **£75** or more per month in personal CCP (consultant cost price) orders.

That's equal to just (*approx.*): **£18.75** per week / **£2.67** per day

We expect **all** of our consultants to achieve this as a minimum, in return for access to our consultant product portfolio, and the opportunity to represent our brand.

This should be your first and foremost goal – establish a small local customer base, and focus on ***everyday use products*** such as wax melts or small candles – products that customers will use themselves everyday, and come back to you to re-order.

- 1 Identify and showcase your “everyday use” products to your customer base
- 2 Focus on core products such as wax melts and small candles, things which people use everyday in their home – that way, you’ll establish your regular customer base quite easily.
- 3 Keep in touch with your regular customers, recommend new and exciting fragrances to them, alongside offers and promotions. Use a social media group as well as face to face contact

## Top Tip...

Using social media is a great tool, but it's certainly not the only way to let your customers know you're representing Urban Candle – we always recommend face to face as being the best and most effective way to grow your business. Social media is great for awareness but don't let it be your only way to communicate! Host your own party, invite your family and friends round and let them experience the products – they'll love them and it will help you towards your first step of the Urban Candle journey



GOAL  
TWO

# Aspire Consultant

An Aspire Consultant is defined as someone who achieves **£125** that month in personal CCP (consultant cost price) orders. At this stage, you will earn commission on your **Level 1** team members.

That's equal to just (*approx.*): **£31.25** per week / **£4.46** per day

You'll need to maintain the "Aspire Consultant" status to earn from your Level 1 team members ongoing. You can continue to build your team.

## Tips for achieving the Aspire Consultant status...

- 1 Maintain and keep in touch with your core customer base, making sure they know about your offers and promotions
- 2 Target yourself with finding around 2-3 new customer every month and 1 new team member
- 3 Take your products to work, your social get-togethers or even round to your neighbours!

## Top Tip...

Achieving "Aspire Consultant" status means you're well on the way to building your Urban Candle business... Set yourself a weekly sales target – you only need to generate around £31.25 per week to achieve your status level – Plan how you're going to do it, and hit your goal – it's a great feeling to achieve it! You'll also be confident to build your business, and bring new team members into Urban Candle.



GOAL  
THREE

# 250 Consultant

A 250 consultant is someone who achieves **£250** or more that month in personal CCP (consultant cost price) orders. That's equal to just (*approx.*): **£62.50** per week / **£8.92** per day. As soon as you achieve that, you'll be added to the "Two Fifty Club" and it will ensure access for the full calendar month proceeding.

## You'll benefit from...

- Two Fifty Club Membership for the forthcoming month
- Standard Commission on all your **Level 1** & **Level 2** downline team members

## Tips for achieving the 250 Consultant status...

- 1 Plan and Book at least 1 or 2 Urban Social events per month – You'll find a Urban Social or two per month is a great way to achieve and maintain your 250 consultant goals
- 2 Target yourself with maintaining your regular customer base, and finding at least 2-3 new customers every month
- 3 Look for new and innovative ways to sell your products – think outside of the box, and take inspiration from the 250 club team members

## Top Tip...

Think outside of the box about new and innovative ways to sell the Urban Candle products – Run personalised fragrance consultations with regular customers, book your Urban Socials in advance and make use of the social tools to make the most of the opportunities. Incentive your hostesses with our free gifts and add a dash of prosecco to the proceedings – you'll be surprised at just how much these kind of things make a difference, and you'll find customers love the experience!

GOAL  
FOUR

# Executive Consultant

The **Executive Consultant** is defined as someone who maintains **£250** or more per month in personal CCP (consultant cost price) orders and is an executive business builder and team leader, who manages **3 or more** L1 “250 consultants” within that month.

## You'll benefit from...

- Two Fifty Club Membership for the forthcoming month
- Commission on all your **Level 1 & Level 2** downline team members
- A **2%** business bonus on your total business sales (your personal sales and that of all your Level 1 team members)

*Your Earnings Potential: £115*

## Top Tip...

If you focus on developing three team members to hitting the “250 consultant” status you'll start earning bonus payments on their sales (providing they achieve £250 of CCP sales themselves)

This is a great opportunity to start boosting your earnings.

If you achieve £250 in CCP sales you will have made a profit of £62.50 – add onto that the £37.50 you would earn from your team members, and your 2% bonus of £15 you'd earn yourself £115 that month!

GOAL  
FIVE

# Silver Consultant

The **Silver Consultant** is defined as someone who achieves **£250** or more per month in personal CCP (consultant cost price) orders and is a silver business builder and team leader, who manages **6 or more** L1 “250 consultants” and **3 or more** L2 “250 Consultants” within that month.

## You'll benefit from...

- Two Fifty Club Membership for the forthcoming month
- Commission on all your **Level 1 & Level 2** downline team members
- A **3.5%** business bonus on your total business sales (your personal sales and that of all your “250 Consultant” Level 1 and Level 2 team members)

Your Earnings Potential: £247.50

## Example...

If you achieved Silver Consultant status you could earn the following...

Profit on your own sales  
**£62.50**

Commission on your L1 team  
(e.g 6 x L1's @ £250 p/m)  
**£75**

Commission on your L2 team  
(e.g 3 x £250 p/m)  
**£22.50**

Business Bonus  
**£87.50**

**Total: £247.50**

GOAL  
SIX

# Platinum Consultant

The **Platinum Consultant** is defined as someone who achieves **£250** or more per month in personal CCP (consultant cost price) orders and is a platinum business builder and team leader, who manages **12 or more** L1 “250 consultants” and **10 or more** L2 “250 Consultants”

You'll benefit from...

- Two Fifty Club Membership
- Commission on your **Level 1, Level 2** downline team members
- A **5%** business bonus on your total business sales (your personal sales and that of all your “250 Consultant” Level 1 and Level 2 team members)

Your Earnings Potential: £562.50

## Example...

If you achieved Platinum Consultant status you could earn the following...

Profit on your own sales  
**£62.50**

Commission on your L1 team  
(e.g 12 x L1's @ £250 p/m)  
**£150**

Commission on your L2 team  
(e.g 3 x £250 p/m)  
**£75**

Business Bonus  
**£275**

**Total: £562.50**

GOAL  
SEVEN |

# Consultant Director

The **Consultant Director** is defined as someone who achieves **£500** or more per month in personal CCP (consultant cost price) orders and is a director level business builder and team leader, who manages **35 or more** L1 “250 consultants” and **35 or more** L2 “250 Consultants”

You'll benefit from...

- Two Fifty Club Membership
- Commission on all your **Level 1 & Level 2** downline team members
- A **8%** business bonus on your total business sales (your personal sales and that of all your “250 Consultant” Level 1 and Level 2 team members)

Your Earnings Potential: £1,702.50

## Example...

If you achieved Platinum Consultant status you could earn the following...

Profit on your own sales  
**£125**

Commission on your L1 team  
(e.g 35 x L1's @ £250 p/m)  
**£437.50**

Commission on your L2 team  
(e.g 3 x £250 p/m)  
**£262.50**

Business Bonus  
**£1,440**

**Total: £1,702.50**