



Why Build a Downline?



The most effective way for one to build and secure long lasting wealth with New Sun is to build a downline. We believe that building such an organization deserves to be rewarded.



Direct sales are great but not the best way to secure a future. A member who only uses direct sales as an option is limiting their income possibilities. Most importantly, there is no end to the amount of work required to keep their current income constant.



By building a downline and working hard, one can position themselves to allow others in their downline to create most of their wealth. This is what multi-level marketing is all about.



Override Percentages

First Level Managers	6%
Second Level Managers	8%
Third Level Managers	4%
Fourth Level Managers	2%
Fifth Level Managers	1%
Sixth Level Managers	1%



Let's compare and look at the unique advantage of being able to build a downline in this business.



Scenario One:

Harry uses the direct sales method only and sells \$10,000 a month in retail sales.

Harry will receive a bonus check of \$3,000 a month for as long as he sells \$10,000 each calendar month.

Harry also profits \$2,856 from his retail sales since he purchased the products at member price for \$7,144.

Total profit for Harry is \$5,856.



In order for Harry to sell \$10,000 a month Harry has to work very hard to obtain interested customers and get his product sold. As long as Harry works hard and finds new customers while keeping some old loyal customers, Harry will do okay and remain earning the same income.



Scenario Two:

Tim works hard for a period of time (1 – 5 years or more depending on the amount of effort) and builds a downline with the

following results:

20 first level managers

80 second level managers

100 third level managers

150 fourth level managers

200 fifth level managers

225 sixth level managers



When Tim built his downline, he focused on looking for other business builders. Others who were like him that wanted to secure sustainable wealth by helping others to a better way of life through natural products that work. These people in turn did the same as Tim and built an organization of their own while being mentored by Tim.



Tim's efforts resulted in his downline having the following average orders per month.

20 first level managers – average order of \$600

80 second level managers – Average order of \$300

100 third level managers – Average order of \$300

150 fourth level managers – Average order of \$300

200 fifth level managers – Average order of \$300

225 sixth level managers – Average order of \$300

Tim's personal volume - \$500 from personal orders and
\$2,000 from non-manager member orders – Average
total Personal Volume \$2,500



This resulted in Tim's bonus check equaling \$6,765. He will also profit another \$200 from selling the products from his personal orders at suggested retail price.

Total profit for Tim is \$6,965.

20 first level w/ average order of \$600 = $20 \times \$600 = \$12,000 \times .06 = \$720$ override
80 second level w/ average order of \$300 = $80 \times \$300 = 24,000 \times .08 = \$1,920$ override
100 third level w/ average order of \$300 = $100 \times \$300 = \$30,000 \times .04 = \$1,200$ override
150 fourth level w/ average order of \$300 = $150 \times \$300 = \$45,000 \times .02 = \$900$ override
200 fifth level w/ average order of \$300 = $200 \times \$300 = \$60,000 \times .01 = 600$ override
225 sixth level w/ average order of \$300 = $225 \times \$300 = \$67,500 \times .01 = 675$ override
\$2,500 in total personal volume = $\$2,500 \times .30 = \750



Back to Scenario One:

Harry's personal sales decline to almost nothing. His personal volume is a mere \$300 a month with his retail sales equaling \$420. This could be due to any number of reasons.

-Harry's health fails him and he is no longer able to put the effort required for direct sales

-Harry's store closes due to poor sales, fire, or other

-Harry decides to retire and move to Hawaii

Harry's bonus check is now \$60 with another \$120 from retail sales equaling a total profit of \$200.



Back to Scenario Two:

Tim decides to retire and move to Hendersonville, North Carolina.

His personal volume has dropped to \$300 a month. Tim still has a strong organization which he has worked hard to build.

Tim's bonus check remains over \$6,000 a month.



So in summary, if you choose to be like Harry, you can work really hard for a few years and then you can choose to either continue to work really hard to maintain your income or you can lose it all.



But if you choose to be like Tim and work really hard for a few years, you can either continue to work really hard and continue to grow your income or you can retire and slow down and maintain your income without much effort.



As you can see, it is advantageous for a New Sun member wanting to build sustainable wealth to do it by building a downline that is strong in the lower levels.