

## 4 & 20 Duplication Model



*“Simplicity is the ultimate sophistication.”* - Leonardo da Vinci

Following The 4 & 20 duplication model and teaching it to your team is a powerful way to maximize the new Miessence compensation plan. Our compensation plan has new bonuses that become accessible when there is laser focus on several key activities:

### 1. Developing a loyal base of Premium LSM on 75 pt autoship ordering monthly or bi-monthly (if bi-monthly, you will just need more of them).

Begin with 20.

Why 20? Because it's a manageable number. You may end up with 100+ customers in your first 6, 9 or 12 months and out of those 100 - 20 may become Premium LSM.

As you follow the MiBusiness system you will develop:

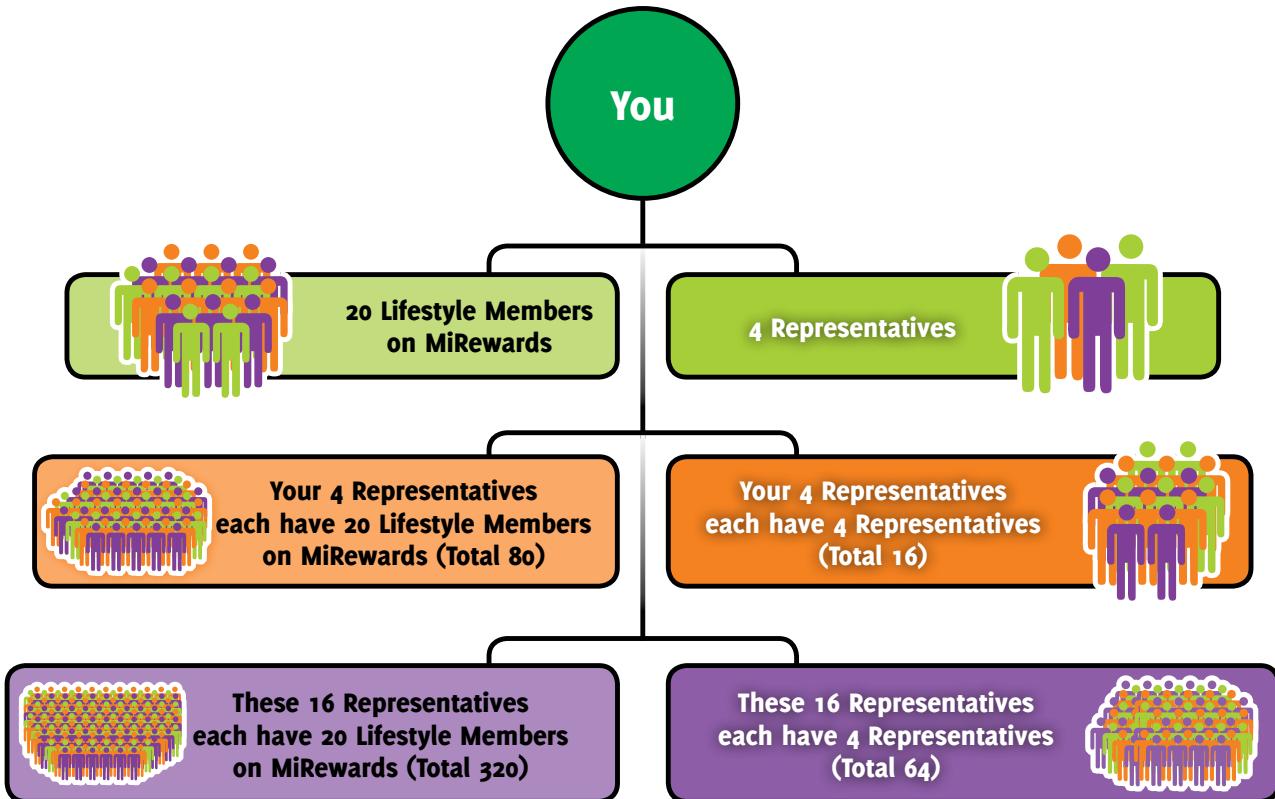
- Retail Customers
- Basic LSM
- Premium LSM
- Representatives

All are important to your business. Treasure all of them, and know that the ideal, the goal, the way you will earn the most bonuses and leverage the “rules of play” (compensation plan) is to develop Premium LSM & a small team of Reps initially that you can teach to do what you are doing and have done.

There is no limit here, you can create as many premium LSM & Representatives as you want. However, if you want to make the most money out of the compensation plan you want to do the following if making an excellent supplemental income and ultimately a full time income is your goal.

## 2. Sponsor 4 Representatives.

Having 3 Representatives on Autoship unlocks the Loyalty Bonus (1 is a spare and will help protect your Loyalty bonus should one Rep. drop off autoship). Creating an initial Team of 4 Representatives allows you to begin to harness the principle of leverage.



## Your Mission Should You Choose To Accept It

### ■ Phase 1

**YOU:** 4 & 20 Personally Sponsored

**Ideal:** Personally enroll 20 LSM on Autoship/MiRewards with a 75+ pt autoship - who order monthly + Personally Sponsor 4 Representatives. (*activate 100% bonus if these orders are placed within the first 30 days of the respective Customer, LSM, Premium LSM or Representative*)

\*Please note all phases can occur simultaneously!!!

Be flexible and open as to how things unfold in your organization.

### ■ Phase 2

Help your 4 find their 4 & 20 (just like you did). Your focus changes here. You continue to look after your developing network (Customers, LSM & Premium LSM) however, your focus shifts as you begin to duplicate yourself by working with your Team Members, coaching and teaching them on how to do what you did. Sharing your best stuff, your insider secrets, how you did it. Following the MiBusiness System. **Telling** them, **Showing** them and **Involving** them.

Doing this with your 4 personally sponsored Representatives is the goal in this phase.

Teach your 4 to find their 4 & 20. Show them how. Go with them. Invest in their success.

**This phase successfully executed means 16 Representatives & 80 Premium LSM - in your network (not including yours) You'll start enjoying the Reorder bonuses 40%, 30%, 20% (1st 3 levels) as well as other bonuses.**

**"Start taking responsibility for everything. Not because you are actually responsible for everything, but because doing so is so powerful." - Matthew Ferry**

#### Phase 3

Help your growing team of 16 find their 4 & 20 (just like you did) **Successfully executed - 64 Representatives and 320 Premium LSM in your downline organization. (not including yours)** You take the Lead. Of course you have Team Members who are now developing a network of their own and yes, most people would leave their downline team members to their own devices. Wrong! By being 100% responsible, driving strength downline, developing leaders in your team, investing in your people, treating every downline Team Member as if you had personally sponsored them yourself, creating community, leading by example, coaching, supporting, duplicating yourself, empowering others to be more successful than you - by doing these things - it will come back to you 100 fold!

This phase successfully executed has you with **64 Representatives and 320 premium LSM** in your network (not including yours).

#### Phase 4

Help your growing team of 64 find their 4 & 20 (just like you did). Ok, it's getting a little crazy and chaotic! This is good. Chaos is essential to creativity and growth. Don't try to control it. Just keep doing what you've been doing, only think even bigger, use the system, leverage the tools, create a solid, cohesive team, harness the power of events.

**ENJOY!**

#### Rinse & Repeat

Take your business to the next level by developing another 4 & 20 on your front line and duplicating down 3 levels.

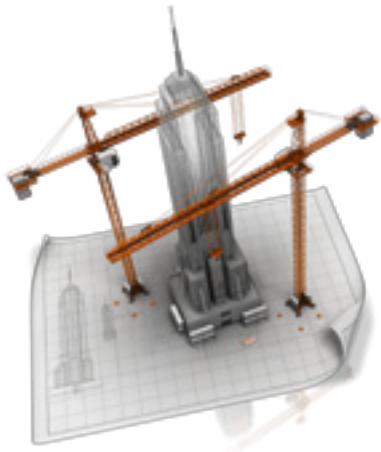
#### Result

- Become an Executive
- Make excellent supplemental income
- Begin to Harness the principle of Leverage
- Change lives
- Elevate the consciousness of people and the planet





Remember, the 4 & 20 duplication model is just that - a model, and models always look different in real life.

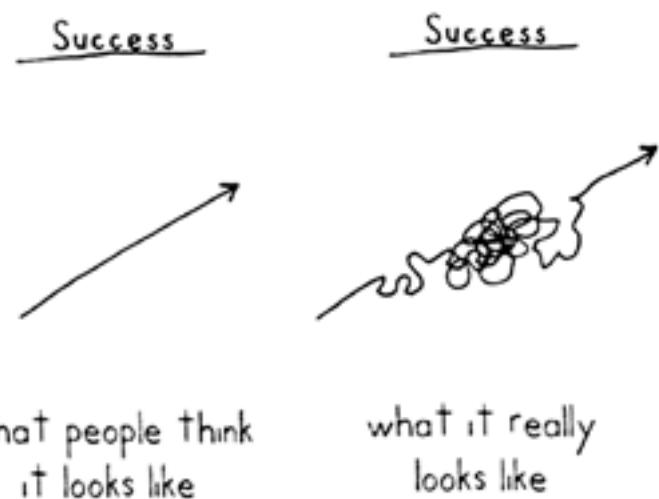


Building your Miessence enterprise is not a linear, exact process. Just keep the 4 & 20 model and the phases outlined above as your target - then be flexible with whatever shows up on your journey.

e.g. you may develop 20 LSM in your first 90 days with only 10 of them being on autoship for 50 pts/month (rather than 75pts) and 5 of those 10 being on bi-monthly (every other month) autoship Phew! In addition, your other 10 LSM are happy just being LSM and are not interested in Autoship+MiRewards right now.



This is all good and all part of building a successful business.



And, you may sponsor 1 new Rep in your first month, 3 in your 3rd month and 2 in month 6, yet only 2 of them duplicate you by following the 4 & 20. This is all great. It's just how *your* business is developing. It's *your* process, your journey and something to be celebrated.

Just stay focused on the target. A typical commercial airplane is off course 90% of the time, yet it almost always arrives at its destination because it knows exactly where it's going and makes constant corrections along the way.

Enjoy the learning process, be flexible and above all have fun.

