



Find the greatness within

Controlled Network Marketing (CNM)

This is something which has been developed by myself. In a sense it is a return to an older model of selling. It involves the identification of a market - in this case the health, fitness and LifeStyle market. The critical element is the establishment of a network down to grass roots through the least number of levels and where the critical link between all residents and the company are dedicated and trained professionals who we position as the ultimate source of all things related to the market. In our case, these people are **NuVoWay LifeStyle Coaches** (NWLSC's). For Montreal's West End in 2023, we will identify 100 potential candidates for these positions and train and certify them in the areas of personal training, nutritional coaching and LifeStyle coaching.

A very important element of the program is that there will always be just 3 levels between NuVo Corporate and the clients:

- Territory Manager - 1 for Montreal - West End
- Area Managers - 4
- Zone Managers - NuVoWay LifeStyle Coaches - 100 - each being responsible for a Zone of 2,500 people.

What this ensures is that we are able to pass on our message without distortion or mix up and that, unlike with other means of selling, our dedicated people will only be offering our products (and services).

Territory, Areas and Zones

The Territory Manager will divide the entire Territory into 4 smaller chunks, each of which will have a minimum of 62,500 people living within. He/she will appoint an Area Manager for each of these areas, whose first objective will be to find 25 motivated and energetic people who believe and buy into the entire NuVo culture. We will train each of these people to become NuVoWay LifeStyle Coaches. Each NWLSC will have a protected Zone of no less than 2,500 people. The NWLSC's will work in their respective zones to take our entire message out to every person and to build their client base. The goal for NWLSC's is to build their client/membership base as follows:

100 'Preferred' members @ \$100/mth.

As many as possible members (200-500) @ \$25/mth

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Network Specifics

- The Territory Manager receives 5% of all revenues generated from membership sales and coaching within the territory as well as from all product sales.
- The Area Manager receives 10% of all revenues generated from membership sales and coaching within the territory as well as from all product sales.
- The NuVoWay LifeStyle Coaches receive 65% of all revenues generated from memberships sales and coaching within their zone and 30% from all product sales.

Anticipated Returns

Territory Managers

- In a mature Territory, we anticipate there will be 100 NuVoWay LifeStyle Coaches, each with 100 'Preferred' clients at \$100/mth. This equals \$1M/mth, of which the Territory Manager will receive 5%, or \$50k/mth. On an annual basis this represents \$600k/yr.

Area Managers

- In a mature Area we anticipate there will be 25 NuVoWay LifeStyle Coaches, each with 100 'Preferred' clients at \$100/mth. This equals \$250k/mth of which the Area Manager will receive 10%, or \$25k/mth. On an annual basis this represents \$300k/yr.

NuVoWay LifeStyle Coaches

- In a mature Zone we anticipate there will be 100 'Preferred' clients at \$100/mth. This equals \$10k/mth of which the NWLSC receives 65%, or \$6.5k/mth. On an annual basis this represents \$78k/year.

Important Notes

- Our complete intention is to assist every person on our Team to comfortably reach a six figure income in the shortest timeframe possible.
- Something very important to us is that **every person** in our organization gives a full 50% of their overall revenue towards those less fortunate.
- Our objective is to help **every** person in the Territory to live their best life.

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