



Lindsey **Interactive**

Compensation Plan



LINDSEY INTERACTIVE - INTRODUCTION



WHAT MAKES LINDSEY INTERACTIVE SPECIAL?

Lindsey Interactive is a full-service digital marketing agency. We specialize in all areas of internet marketing, including but not limited to web design & development, content marketing services, social media, and search engine optimization. Our entire team is based right here in The United States and is trained, educated, and ready to help your business reach more customers, expand your brand, and help create a successful digital marketing campaign that gets results, but doesn't break the bank!

THE LINDSEY INTERACTIVE (LI) EARNING OPPORTUNITY

Do any of the following things sound like something you would enjoy?

- Supplement your current income and pay your monthly bills?
- Start working for yourself and setting your own hours?
- Earn FREE vacations and/or a FREE luxury car?
- Generate a residual income stream to help you and your family?
- Earn FREE gift cards, groceries, shopping sprees, electronics and more?

The Lindsey Interactive (LI) Account Manager opportunity provides you with these things and a whole lot more. Individuals who take full advantage of the opportunity and work hard and become a successful Account Manager are able to earn all the things listed above and create the lifestyle that everyone dreams of.

Are you ready to get started and take control of your life?

WAYS TO EARN - (OVERVIEW)

WAYS TO MAKE MONEY	WHO IS ELIGIBLE?	BRIEF OVERVIEW	PG.
Direct Sales	Any Account Manager	Earn a "Commission" on any sales up to 35%.	
Rank Advancement Bonus	Any "Active" Account Manager	Earn a bonus each time you rank advances.	
Contract Bonus	Any "Active" Account Manager	Earn a bonus for each Contract you write.	
Reseller Bonus	Any "Active" Account Manager	Earn a bonus for each Reseller you sign up.	
Luxury Car Bonus	Starting at the "Leadership" rank and above.	Earn a bonus to pay for a brand new Luxury Car.	
Vacation Bonus	Starting at the "Silver" rank and above.	Earn a chance to win a FREE vacation.	
Special Incentives Bonus	Any "Active" Account Manager	Chance to win special prizes each month.	
Team Commissions	Starts at the "District Sales Manager" rank and above.	Earn commission from everyone on your team.	
Team Rank Advancement Bonus	Starts at the "District Sales Manager" rank and above.	Earn a bonus each time a team member advances.	

*Please see full rules and details for each of the programs mentioned.

DIRECT SALES

Direct Sales (DS) are the main backbone of the Lindsey Interactive compensation plan and the main source of revenue/income for our Account Managers. Whenever an Account Manager (you) sell one of our products and services to a client you earn commission on that sale. The good thing about this is you earn between **15% and 35%** commission based on your rank in the compensation plan. This commission is off the top and based on REVENUE not profit.

Bronze Ranking Example - \$2,000 Sale / 15% = \$300 Commission

**Bronze level account managers earn 15% commissions*

Ruby Ranking Example - \$2,000 Sale / 25% = \$500 Commission

**Ruby level account managers earn 25% commissions*

The best part is, the majority of ALL of our products and services are “monthly” services, meaning that ONCE you sell the product to a customer, this is most likely going to become a “residual” income and commission that you will earn each and every month that you’re an Account Manager and taking part in the compensation plan!

You do NOT have to be “Active” in order to participate in this portion of the program, which is a unique part of our compensation plan. Many companies require that you pay a monthly fee in order to participate in any portion of their plan, but not here at Lindsey Interactive.

Rank Advancement Bonus - (RAB)

Each time an Account Manager advances through the ranks in our compensation plan, they earn a ONE TIME bonus during that month's pay out. The higher you advance through the ranks the higher each of the bonuses you earn become. There are eight (8) different "base" levels and three (3) executive levels of the compensation plan, so if you work hard you can reach Triple Diamond quickly, or depending upon how hard you work, once you hit Platinum you can possibly skip all those other areas and go straight into the Executive leadership branch, it's all up to you!

RANK	BONUS AMOUNT
SILVER	\$500 - Rank Advancement Bonus
GOLD	\$750 - Rank Advancement Bonus
PLATINUM	\$2,000 - Rank Advancement Bonus
RUBY	\$2,500 - Rank Advancement Bonus
EMERALD	\$3,000 - Rank Advancement Bonus
DIAMOND	\$4,000 - Rank Advancement Bonus
DOUBLE DIAMOND	\$4,500 - Rank Advancement Bonus
TRIPLE DIAMOND	\$5,000 - Rank Advancement Bonus

**In order to participate in this "Bonus Program" you must be "Active" in the compensation plan, please see Glossary and Full Terms for more information.*

Contract Bonus

Contracts are important to service based businesses such as Lindsey Interactive, however, one of our competitive advantages here at Lindsey Interactive is that we do the majority of our services on a “month-to-month” basis, thus eliminating contract requirements. However, we do prefer to have clients on long term contracts, rather that is 3, 6, 9, or 12 months.

This is where our “Contract Bonus” come into play. We pay our Account Managers a percentage, up to 10% of the total value of that contract as a one time bonus each time they write a contract. Considering the type of services that we offer, it is quite easy to write contracts that value well over \$50,000.

The chart below shows the value and the “Bonus Amount” that Account Managers are paid for contracts, it is based on how many contracts they write in a given month. Below the chart is examples of how the values and bonuses are done, to give a better understanding.

# of Contracts	BONUS AMOUNT
1 Contract / month	5% of Contract Value as One Time Bonus
2 Contracts / month	7.5% of Contract Value as One Time Bonus
3+ Contracts / month	10% of Contract Value as One Time Bonus

**In order to participate in this “Bonus Program” you must be “Active” in the compensation plan, please see Glossary and Full Terms for more information.*

$$\begin{aligned} &\$3,500 \text{ per month contract} * 12 \text{ Months} = \$42,000 \text{ (Contract Value)} / 5\% \\ &= \$2,100 \text{ Contract Bonus} \end{aligned}$$

Reseller Bonus

Reseller programs are a very important part of a Digital Marketing company and their service offerings. The majority of the services that our Account Managers sell and handle are direct business-to-business (b2b) services to the end client. These end clients are normally businesses such as retail shops, manufacturings, restaurants, etc, however, resellers are a bit different and can result in a LARGE volume of revenue for the Account Managers.

Resellers are NOT end clients like mentioned above, reseller clients are actually other marketing companies, design studios and businesses who basically sell the same products and services that we do. However, it is quite popular that many of these other businesses use what are called “resellers” as the ones who actually do all the work for the services they sell. This model is very popular as it allows businesses to just focus on running the business and expanding the business and not worrying about the actual operation.

Since we have a minimum order for these types of clients, these clients normally bring in large orders, which means large revenue volumes for Account Managers. Account Managers receive a ONE TIME bonus for each Reseller they sign up each month.

# of Resellers	BONUS AMOUNT
1 Reseller / month	\$500 as One Time Bonus
2 Resellers / month	\$1,250 as One Time Bonus
3+ Resellers / month	\$1,800 as One Time Bonus or \$600 per reseller after 3 resellers.

**In order to participate in this “Bonus Program” you must be “Active” in the compensation plan, please see Glossary and Full Terms for more information.*

***Due to the low margins on Resellers, there is a restriction on commission, commission is reduced by 50% on any reseller revenue.*

Luxury Car Bonus

Lindsey Interactive wants to reward our Account Managers, not just with giving them the opportunity to earn a living based on commissions, but we want to also help them achieve a lifestyle that they want and desire! Introducing the Luxury Car Bonus program, this program is the first “monthly bonus” program in our compensation plan.

Once you climb to the one of the ranks in the “Leadership” tier you become eligible for this bonus. The higher you work your way up in the ranking, the higher this monthly bonus pays.

RANK	BONUS AMOUNT
Platinum and Ruby	\$500 - Monthly Luxury Car Bonus
Emerald & Diamond	\$750 - Monthly Luxury Car Bonus
Double & Triple Diamond	\$1,000 - Monthly Luxury Car Bonus

**In order to participate in this “Bonus Program” you must be “Active” in the compensation plan, please see Glossary and Full Terms for more information.*

Vacation Bonus

One of the main reasons people join any Direct Sale program is to be able to set their own hours, work when they want, spend more time with their family, and travel. Well, with our Vacation Bonus we actually take that desire to the next step.

Our vacation bonus is a “Quarterly” bonus, meaning that we award ONE all expense paid vacation to an Account Manager randomly each quarter. Normally the value of the vacation is \$3,000 - \$4,000 and is for the Account Manager plus a spouse or a child, however, exception are available for Account Managers with multiple children.

Each quarter any Account Manager who has reached “Silver” or higher in our compensation plan is eligible for the random drawing.

**In order to participate in this “Bonus Program” you must be “Active” in the compensation plan, please see Glossary and Full Terms for more information.*

Special Incentive Bonus

Here at Lindsey Interactive, we believe in an incentive driven sales team and compensation plan, we believe it helps our account managers with motivation, determination, and success. This is why we are offering a “Special Incentive” bonus program to ALL of our account managers, regardless of their current rank in the compensation plan.

These “Special Incentives” will be random each month and will consist of things like Shopping Sprees, Gift Cards, Electronics, Television, Gas Cards, etc. These bonuses will be earned based on a variety of different metrics that will change each month such as “Most Contracts Sold, Most Sales, Most Revenue Brought in, Most Resellers, Most SEO Services, etc” so the metric will always change to ensure that everyone has a fair opportunity in getting these bonuses.

**In order to participate in this “Bonus Program” you must be “Active” in the compensation plan, please see Glossary and Full Terms for more information.*

Team Commissions

This individual program is only available to those who have reached one of the “Executive Leadership” ranks. Once you have reached one of these ranks you begin not only acting as a client “Account Manager” but also a sales manager to a team of individual account managers under you, whether that be in your district, your state, or your region.

Executive leadership ranks are limited in the compensation plan, meaning that they are almost on a “First Come, First Served” basis, so it is important to get started early on. These individual spots are chosen based on your individual sales performances and you must hold a preceding rank (see full details in terms and conditions) in order to be eligible to be elected for these positions.

Once you achieve one of these ranks you will still be able to earn commission and bonuses on all of your own efforts like you already have been, however you will also start earning between 1 - 5% commission for EVERYONE in your team as well.

EXECUTIVE LEADERSHIP RANK	COMMISSION
District Sales Manager	1% of all Account Managers in your District.
State Sales Manager	2.5% of all Account Managers in your State.
Regional Sales Manager	5% of all Account Managers in your Region.

**In order to participate in “Team Commissions” you must be of qualifying rank, please see full terms for definition of “District, State, and Regions”.*

Team Rank Advancement Bonus

This functions much like the original “Rank Advancement Bonuses” mentioned above, however, for this bonus you get a bonus each time one of the account managers in your team advances rank. This type of bonus helps to enable team leaders to build a strong team, as the stronger team you build the more money you and your team will earn.

So, like with the Team Commission program, you **MUST** be in one of the Executive Leadership ranks in order to participate in this bonus program.

The bonuses for Team Rank Advancement Bonuses are shown below:

\$250 Bonus when one of your Account Managers reaches Silver .
\$375 Bonus when one of your Account Managers reaches Gold .
\$500 Bonus when one of your Account Managers reaches Platinum .
\$700 Bonus when one of your Account Managers reaches Ruby .
\$875 Bonus when one of your Account Managers reaches Emerald .
\$1,000 Bonus when one of your Account Managers reaches Diamond .
\$1,500 Bonus when one of your Account Managers reaches Double Diamond .
\$2,000 Bonus when one of your Account Managers reaches Triple Diamond .

**In order to participate in “Team Commissions” you must be of qualifying rank, please see full terms for definition of “District, State, and Regions”.*

Rank Qualification

As mentioned above the Direct Sales portion of our compensation plan is the main way that individuals earn income. Their commission level and how much they earn are determined based on how much revenue they bring into the company. Below you can see the different ranks and what it takes to advance, as well as the earning potential for each rank.

RANK	QUALIFICATIONS	COMMISSIONS
BRONZE	Must have a Monthly Personal Volume (PV) of \$0.01 - \$2,500.	15% Commission (PV) Total Earning Potential (\$375/month)
SILVER	Must have a Monthly Personal Volume (PV) of \$2,501 - \$7,500.	17.5% Commission (PV) Total Earning Potential (\$1,300/month)
GOLD	Must have a Monthly Personal Volume (PV) of \$7,501 - \$12,500.	20% Commission (PV) Total Earning Potential (\$2,500/month)
LEADERSHIP	QUALIFICATIONS	
PLATINUM	Must have a Monthly Personal Volume (PV) of \$12,501 - \$20,000.	22.5% Commission (PV) Total Earning Potential (\$4,500/month)
RUBY	Must have a Monthly Personal Volume (PV) of \$20,001 - \$27,500.	25% Commission (PV) Total Earning Potential (\$6,875/month)
EMERALD	Must have a Monthly Personal Volume (PV) of \$27,501 - \$35,000.	27.5% Commission (PV) Total Earning Potential (\$9,650/month)
SENIOR LEADERSHIP	QUALIFICATIONS	
DIAMOND	Must have a Monthly Personal Volume (PV) of \$35,501 - \$45,000.	30% Commission (PV) Total Earning Potential (\$13,500/month)
DOUBLE DIAMOND	Must have a Monthly Personal Volume (PV) of \$45,001 - \$55,000.	32.5% Commission (PV) Total Earning Potential (\$17,875/month)
TRIPLE DIAMOND	Must have a Monthly Personal Volume (PV) of \$55,001 or above.	35% Commission (PV) Total Earning Potential (No Cap on Earnings)
EXECUTIVE LEADERSHIP	QUALIFICATIONS	
DISTRICT SALES MANAGER	Must be "Active" and hold a qualifying "Rank" within the "Leadership" portion of the Compensation Plan or higher.	35% Commission (PV) + 1% Commission (TV) (No Cap on Earnings)
STATE SALES MANAGER	Must be "Active" and must hold a qualifying "Rank" in the "Senior Leadership" portion of the Compensation Plan, as well as MUST be a current "District Sales Manager."	35% Commission (PV) + 2.5% Commission (TV) (No Cap on Earnings)
REGIONAL SALES DIRECTOR	Must be "Active" and must hold a qualifying "Rank" in the "Senior Leadership" portion of the Compensation Plan, as well as MUST be a current "State Sales Manager."	35% Commission (PV) + 5% Commission (TV) (No Cap on Earnings)

Definitions and Glossary

“Active” Status	There is no “Monthly Fee” required to be an account manager. However, if you wish to participate in the “Bonus Programs,” it’s required that you’re “Active” - this means you MUST have at least ONE “Monthly” client/customer.
Account Manager	Account Manager is the “Title” we give our company’s Independent Sales Representatives. Account Managers will be Independent Contractors and are NOT Employees of Lindsey Interactive. Account Managers are responsible for fostering new customer relationships as well as offering ongoing support channels to new and existing customers.
Gross Revenue	All of the commissions paid to account managers are based on “Gross Revenue” of the sales.
Personal Volume (PV)	Personal Volume (PV) is another term for your monthly sales. This term is used interchangeably to define your (individual) total sales for that month.
Team Volume (TV)	Team Volume (TV) is another term for your team’s monthly sales. This term is used interchangeably to define the total sales your team has for that month if you’re in an eligible “Leadership Role” that is affected by Team Sales.
District Sales Manager	Each state is broken up into multiple districts, with certain states possessing more districts than others. The number of Account Managers will depend upon their respective district’s size. The “District Sales Manager” will be awarded to one (1) individual from that district who holds a “Leadership,” or higher, rank. The District Sales Manager will then be able to earn commission on all the Team Volume (TV) generated in their district.
State Sales Manager	Each state will be awarded a single “State Sales Manager,” and they will be allowed to earn commission based on their state’s entire Team Volume (TV). This position is ONLY available to those in the “Senior Leadership” portion of the compensation plan and MUST come from an existing “District Sales Manager,” so as to allow for others to advance in the plan.
Regional Sales Director	Since, as of now, we only offer our “Account Manager” compensation plan to the United States, we will divide the “Regional Sales Director” into the five regions of the United States (West, Midwest, Southwest, Southeast, and Northeast). The “Regional Sales Director” will be able to earn commissions based on their entire regions Team Volume (TV). This position is ONLY available to previous “State Sales Managers” in order to allow consistent advancement in the compensation plan.

The Fine Print

When your dealing with a program that has the potential to pay out tons of money to its members, you would have to expect there is going to be a little fine print to make sure that everyone is representing our company morally and ethically in the way we want our company to be represented.

Active Status

You must enroll in order to be considered "Active" and participate in the "Bonus" portions and programs in the compensation plan, this means you must have at least ONE monthly customer.

Executive Leadership

These are on a "First Come, First Serve" basis as they are limited in nature. You must first be elected as a "District Sales Manager" in order to move up through the remaining part of the Executive Leadership ranks.

Spamming and Promoting

When it comes to promoting our company, we do NOT tolerate any type of "Spamming" tactics. If this happens, we will release any Account Manager who is part of these tactics.

Performance - 3 Months

This opportunity was created for individuals who want to be able to take advantage of everything it has to offer. Since we have strict policies as far as our districts go and don't over saturate markets, we do require that you have at LEAST one NEW sale every 3 months in order to remain in the program, this way you are not taking up district spots for individuals looking to take advantage of the opportunity.

Team/Rank Advancement Bonus

We only pay out ONE rank advancement bonus per individual per rank, meaning if you were to lose a rank and then you earn that rank again, we do NOT pay a second rank advancement bonus. This also works for the Team Rank Advancement Bonus as well.

Payouts

All of the payouts should be paid out to Account Managers by the 15th of the month for the prior months commissions and bonuses.

Luxury Car Bonus - Eligibility

In order to qualify for this bonus, you MUST have 2 prior months of a Leadership or higher rank. If you lose a leadership rank, then you must wait until you have 2 prior months before becoming eligible again.

Luxury Car Bonus - Requirements

Also in order to qualify for this bonus, your vehicle must be one of the following brands, Cadillac, BMW, Lexus, Audi, or Mercedes. This car must also be less than 5 years old and MUST have a Lindsey Interactive Luxury Car Bonus Licence plate on the car.

Vacation Bonus

The original bonus was designed for an Account Manager and their spouse/significant other and was designed to be an all expenses paid vacation, however, in the event of multiple children then exceptions can be made, however, it may not include an all expense paid trip, the typical value for these trips are \$3,000 - \$4,000.

Districts

In order to not oversaturate a market, we only allow 1 Account Manager per every 3,000 registered business in a district.

Independent Contractors

Account Managers are 1099 contractors and will receive a 1099 at the end of the year, they understand they are NOT employees of Lindsey Interactive.

Authorized Material Only

Account Managers are not allowed to use any marketing material, collateral or any other form of documents that are NOT approved and authorized by Lindsey Interactive.

30 Days Notice

Lindsey Interactive reserves the right to change the compensation plan anytime, if this happens they will provide a 30 day notice to account managers to be aware of new changes.

Districts, States and Regions

Currently we are only active in The United States, so the United States, is broken into multiple REGIONS, which in turn are made up of multiple STATES. Each STATE is broken up into multiple DISTRICTS. Each DISTRICT will have at least one Account Manager, but may have multiple depending upon the size of the district. We place ONE account manager per ever 3,000 registered businesses in a District, this way we don't over saturate a district with Account Managers.

Reseller Bonuses

Since our Resellers are offered "discounts" to resell our services, then the commission that is paid to the Account Manager on these revenues must be discounted by 50%.