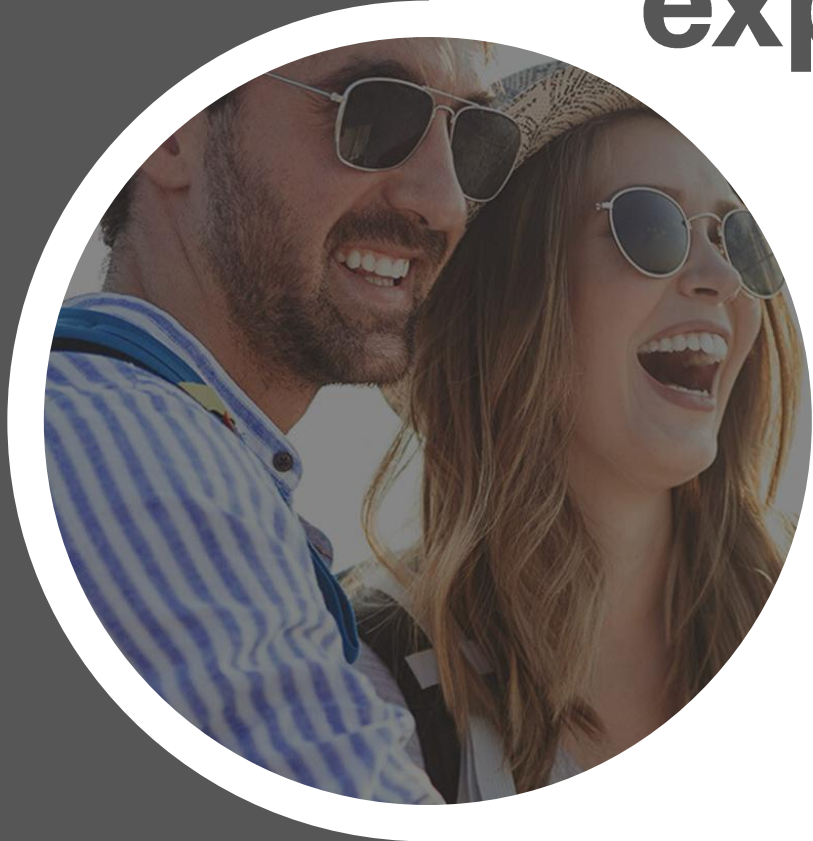


A person with long blonde hair, wearing a blue shirt, is sitting at a desk and writing in a spiral notebook with a black pen. To their left is a white mug on a saucer. In the foreground, a laptop keyboard is visible. The background is slightly blurred, showing an office or meeting environment. The text "NEW MEMBER ORIENTATION" is overlaid in the center of the image, with "NEW MEMBER" in a thin white outline font and "ORIENTATION" in a bold white font.

# NEW MEMBER ORIENTATION

# What you may have experienced so far...



- Seen at least one or more Kannaway videos
- Attended a live or virtual event
- Watched a recorded presentation
- Enrolled in Kannaway & Made an Appropriate Initial Order

# What we will cover...



- Why **Network Marketing**
- The **7 Steps to Success**
- The **Road to Residual Income**
- Your **Business Plan**

*"Millions of people every day are searching for a way to make extra money on the side, and every day people are finding their answer with Kannaway."*

# WHY NETWORK MARKETING

50% feel underpaid

800 million jobs are threatened by automation

38 million home based businesses in US alone – this was pre-Covid

\$180 billion/year in retail sales worldwide in network marketing

100 million people participate in network marketing

\$200 million/day is paid out globally in network marketing

## Why Network Marketing

Cooperative – Not competitive

Sense of Community

No glass ceiling

Time/Money Freedom



# The Process



## 1. Use the Products

(Be your own best customer – create your story)

## 2. Talk to People

(Ask questions and listen – use video tools/presentations)

## 3. Follow Up

(3way, zoom, product experience)

## 4. Enroll (BA or Customer)

## 5. Invite to Event

# Seven Steps to Success



## **VISUALIZE YOUR OBJECTIVES**

Make your goals clear, detailed, and concrete. Review them often. Develop a visual representation of the organization you're going to build to MATCH your income goals.



## **WORK YOUR DATABASE**

Your name list or database is the lifeblood of your business. Ensure everyone you interact with is added to your main database. Regularly add new contacts, track your activities, and leverage tags for better organization.



## **INITIATE CONVERSATIONS**

Say hello! There are endless ways to connect and see if someone's interested in learning more about our products or opportunity. Just get started!



## **SHARE KANNAWAY**

Use videos, documents, your own stories, and samples to share the products and opportunity. Let people experience Kannaway products firsthand and then invite them to a presentation.



## **FOLLOW-UP & BUILD RELATIONSHIPS**

The average time from initial contact to enrolment is 70 days, so leverage assets to keep in touch. Follow up with customers, as they can be a great source of new contacts.



## **ONBOARD TEAM MEMBERS REGULARLY & CORRECTLY**

Set your new team members up for success! Within 48 hours, walk them through the Success Checklist and schedule their Launch Party. Enjoy doing this often!



## **KEEP GROWING & DUPLICATE**

Your business growth journey is a path of personal and professional development. Keep learning, attend trainings and events, and as you grow, mentor and coach others.

# Getting — — Started



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The World's Premier Hemp & Wellness Company

# STEP 1: Visualize Your Objectives



Determine your WHY and have this be part of your story. Make your goals clear, detailed, and concrete.

Review them often.

Develop a visual representation of the organization you're going to build to MATCH your income goals.

## **STEP 2:** WORK YOUR DATABASE/NAMES LIST



Your name list or database is the lifeblood of your business. List everyone you know – Don't pre-judge.

Ensure everyone you interact with is added to your main database.

Regularly add new contacts as you live your life. Use the Memory Jogger in Getting Started Guide.



# **STEP 3:** Initiate Conversations & Learn How to Invite

Say hello!



There are endless ways to connect with people and see if someone's interested in learning more about our products or opportunity.

Use the tools and just get started!

## **STEP 4:** Share Kannaway & Learn How to Present



Use videos, documents, your own stories, and samples to share the products and opportunity.

Let people experience Kannaway products firsthand and then invite them to a presentation.

# **STEP 5:** Follow Up & Build Relationships



The average time from initial contact to enrollment is 70 days, so leverage assets to keep in touch.

Follow up with customers, as they can be a great source of new contacts.

**“This may or may not be for you, only you will be judge of that, but one thing I know, if you can see what I can see, I am sure you will be as excited as I am...”**

# **STEP 6:** Onboard Team Members Regularly & Correctly



Set your new team members up for success!

Within 48 hours, review their Why and goals, walk them through the Success Checklist & Getting Started Guide and schedule their Launch Event – either live or virtual.

Enjoy doing this often!

# **STEP 7:** Keep Growing and Duplicate/Promote Events



Your business growth journey is a path of personal and professional development.

Keep learning, attend trainings and events.

As you grow, mentor and coach others with the help of your support team.



Follow this **PROCESS** correctly  
and **ACT**

## BUSINESS SUCCESS FORMULA



**SHARE** Kannaway consistently with **5 new people every day.**

**Listen** – Identify Needs & Wants

**Link** – Make connection to what they are looking for and what Kannaway offers – Let tools do the talking

**Love** – Assure them that you will help them get what they are after (Info, Products, Opportunity, Introductions, 3 Way Calls, Support, Friendship)



the **ROAD** to  
**RESIDUAL**  
**INCOME**

# WAYS TO EARN



Retail Sales

Direct Sales Commissions (DSC)

Team Override Commissions

Rank Advancement Commissions (RAC)

Minimum Income Guarantee (MIG)

# HOW DO YOU GET STARTED?



Enroll as a Brand Ambassador

Choose the appropriate Value Pack to launch your business

Set up your Smartship to enjoy your favorite products monthly



# DIRECT SALES COMMISSIONS



**STARTER**  
150 BV



**JR. EXECUTIVE**  
350 BV



**EXECUTIVE**  
700 BV



**TOTAL EXPERIENCE**  
1,500 BV

Money-back  
Guarantee



Multiples to resell



Value

€318  
37% discount

€704  
36% discount

€1,439  
37% discount.

€2,872  
37% discount.

Your Cost at  
Wholesale

€199.99

€449.99

€ 899.99

€ 1,799.99

DSC

€30/€60

€75/€150

€150/€300

€300/€600

\*Earn double DSC by enrolling 3 value packs within your first 30 days



It opens the whole Compensation Plan!

# The Power of Three

Enroll 3 BAs with a value pack within your first 30 days  
Earn Fast Start=Double DSC, RANKS and RAC!



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# ROAD TO AREA DIRECTOR



# Rank Advancement Commissions

Director	\$0	\$200 (30 days from start date)
Senior Director	\$200	\$400 (60 days from start date)
Executive Director	\$250	\$500 (90 days from start date)
10k Club	\$750	\$750 (90 days from start date)*
Area Director	\$1,250	\$2,500 (120 days from start date)
30k Club	\$1,750	\$1,750 (120 days from start date)*
Regional Director	\$2,500	\$5,000 (180 days from start date)
60k Club	\$3,000	\$3,000 (180 days from start date)*
100k Club	\$3,750	\$7,500 (180 days from start date)
National Director	\$5,000	\$10,000 (270 days from start date)
International Director	\$24,000	
Vice Presidential Director	\$40,000	
Presidential Ambassador	\$70,000	
Crown Ambassador	\$100,000	
Double Crown Ambassador	\$200,000	



# TEAM OVERRIDE COMMISSIONS

## Unilevel Placement Tree

	Entrepreneur/ Manager	Director	Senior Director	Executive Director	Area Director	Regional Director	100k Club	National Director	International Director	Vice Presidential Director	Presidential Ambassador	Crown Ambassador	Double Crown Ambassador
LVL 1	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
LVL 2	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
LVL 3		9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
LVL 4			8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
LVL 5				7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
LVL 6					6%	6%	6%	6%	6%	6%	6%	6%	6%
LVL 7						5%	5%	5%	5%	5%	5%	5%	5%
LVL 8								4%	4%	4%	4%	4%	4%
LVL 9									3%	3%	3%	3%	3%
LVL 10													2%

\*Team Override Commissions are paid monthly.



# Compensation Plan

## Minimum Income Guarantee (MIG) & Rank Advancement Commissions (RAC)

*A career that fits all ambitions, from \$100/month to \$1million/year – RAC, Retail Margin Commissions, Direct Sales Commissions (DSC) and Value Pack Direct Sales Commissions (VPDSC) are Paid on top of MIG*



**BV** 1,000  
**MIG** \$100-\$300  
**RAC** \$100-\$200



**BV** 3,000  
**MIG** \$300-\$500  
**RAC** \$200-\$400



**BV** 5,000  
**MIG** \$500-\$1,000  
**RAC** \$250-\$500



**BV** 10,000  
**MIG** \$1,000-\$1,500  
**RAC** \$750



**BV** 15,000  
**MIG** \$1,500-\$3,000  
**RAC** \$1,250-\$2,500



**BV** 30,000  
**MIG** \$3,000-\$4,500  
**RAC** \$1,750



**BV** 45,000  
**MIG** \$4,500-\$6,000  
**RAC** \$2,500-\$5,000



# Compensation Plan

## Minimum Income Guarantee (MIG) & Rank Advancement Commissions (RAC)

*A career that fits all ambitions, from \$100/month to \$1million/year – RAC, Retail Margin Commissions, Direct Sales Commissions (DSC) and Value Pack Direct Sales Commissions (VPDSC) are Paid on top of MIG*



**BV** 60,000  
**MIG** \$6,000-\$10,000  
**RAC** \$3,000



**BV** 100,000  
**MIG** \$10,000-\$13,500  
**RAC** \$3,750-\$7,000



**BV** 135,000  
**MIG** \$13,500-\$24,000  
**RAC** \$5,000-\$10,000



**BV** 240,000  
**MIG** \$24,000-\$40,000  
**RAC** \$24,000



**BV** 400,000  
**MIG** \$40,000-\$60,000  
**RAC** \$40,000



**BV** 700,000  
**MIG** \$70,000  
**RAC** \$70,000



**BV** 1,000,000  
**MIG** \$83,300  
**RAC** \$100,000





your  
projected  
**BUSINESS**  
**PLAN**



# Building Blocks to Duplicate



## Presentation(s)

**Schedule your first [virtual] Presentation in your first week.**

**Invite potential candidates to engage in an information process to evaluate our Kannaway products or the business opportunity.**



## Double Direct Sales Commission (DSC)

**Enroll 3 new people with a Value Pack within your first 30 days.**

# THE POWER OF THREE

75 €



## Example with Jr. Executive Value Pack:

You choose the Jr. Exec Value Pack when you enroll in Kannaway and then you introduce three others and they duplicate what you did and purchase a Jr Exec Value Pack. Your DSC is 225Euro.



# THE POWER OF THREE

## FAST START DOUBLE DSC

450 €



### Example with Jr. Executive Value Pack:

You enrolled three new BAs within your first 30 days of enrollment so your DSC was doubled to 450 Euro and you have a return on your initial investment of your Jr. Value Pack.

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# Example of RETURN ON INVESTMENT

**YOU**

**Jr Executive Value Pack 350 PV**

350 BV  
\$100

350 BV  
\$100

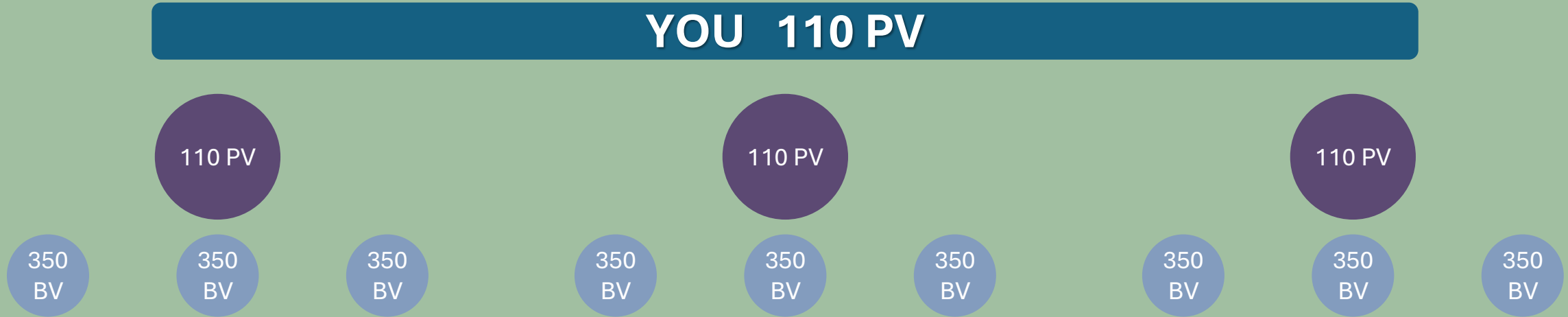
350 BV  
\$100

**MONTH 1: You purchase your Jr. Executive Value Pack** and sell three Jr Exec VP within your first 30 days... The Power of 3!

Your Elite volume is 1290 and you are now a Director and Fast Start Qualified, so you earn a double **DSC of \$600!** You will also earn Director **RAC of \$200** and **MIG of \$129**

**Your Total Income for your first month is \$929 with the investment of \$499.99**  
**PROFIT: \$429 and AMAZING PRODUCTS TO USE, SELL AND SHARE!!**

# Example of RETURN ON INVESTMENT



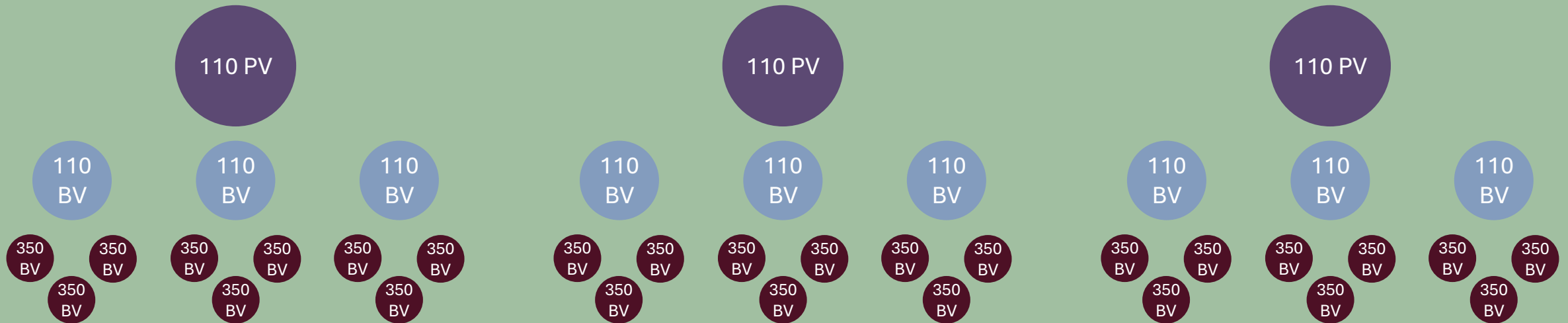
**MONTH 2: Your three team members build their Power of 3 and they each have 110 PV. Your Elite volume is 3480 (3150+330). You are a Senior Director and earn **\$400** RAC + **\$348** MIG = **\$748**.**

**Total accumulated earnings for Month 1& 2:**

$$\text{\$929} + \text{\$748} = \text{\$1677}$$

# Example of RETURN ON INVESTMENT

**YOU 110 PV**



**MONTH 3: Your team duplicates and they all enroll their 3.**

Your Elite Volume is 10770 BV and you have achieved 10K Rank, earning Exec Dir RAC of **\$500** plus 10K RAC of **\$750** plus MIG **\$1077** for a total earnings month 3 of approx. **\$2327**.

**Total accumulated earnings for Month 1, 2 & 3:**

$$\mathbf{\$929 + \$748 + \$2327 = \$4004}$$



# Your First 90-120 Days



Schedule, your first Virtual Presentation with your candidates within the first week



Double DSC = *Double Direct Sales Commission for 90 days* (Within first 30 days)



Director Rank = \$200 RAC (within 30 days) + \$100 - \$300 MIG



Senior Director Rank = \$400 RAC (within 60 days) + \$300 - \$499 MIG



Executive Director Rank = \$500 RAC (within 90 days) + \$500 - \$1000 MIG



10K Club Rank = \$750 RAC + \$1000 - \$1500 MIG



Area Director Rank = \$2500 RAC (within 120 days) + \$1500 - \$2999 MIG

**Total Bonus Money Available = \$4,350**

**Plus Direct Sales Commissions & Minimum Income Guarantee  
(Total earnings approx. \$6,400-9,400)**

# Our **SIMPLE PROCESS**



# SUCCESS TIPS

Review your Getting Started Guide

Maintain your own personal volume requirements

3 personally enrolled Brand Ambassadors in 3 separate legs each with 110 pts

No more than 60% volume can be counted from any one leg for rank advancement and MIG

All on Smartship of 110pv

Every month the goal is to enroll 3 new BA's and/or customers

Use the tools and teach the system!

Invite, Present, Follow Up-3way call, New Member Orientation, Enrollment





# Exclusive Regional Retreats & Global Elite Retreats





**WELCOME**  
to  
**KANNAWAY**