



ALPHAY

Ecosystem Manual

A Guide for Health & Prosperity



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ABOUT THIS MANUAL

Your everyday guide toward health and prosperity.

Welcome to the Alphay family, and congratulations on taking a big step toward improving your health and happiness! Prosperous people—that is, people who have discovered and are achieving their dreams—all share a common trait, which is the willingness to follow proven patterns for successful living. At Alphay, we have spent decades researching and cultivating our own exclusive *Pattern of Success* and are ready to share it with you. Whether you’re looking to strengthen your family and relationships, become healthier and more active or you’re looking for sustainable financial growth, your habits will dictate your success. The most important step you can take in your life, right now, is to learn the *Pattern of Success* and make it a habit. This guide will show you how.

Alphay exists to give you the tools, training, recognition and world class products to support your deepest ambitions. If you wish to experience success and prosperity, we encourage you to make this *Ecosystem Manual* part of your daily routine. Reviewing and adhering to this information should become habit, because if you follow what you have in your hands right now, we guarantee the results will be habit forming.

It’s not often that you come across a life-changing opportunity that offers such generous compensation for creating healthier, happier lives. Get started today and live your dream!

WELCOME TO ALPHAY

This is your business. It's your goals, your future and your dreams.

But that doesn't mean you're alone.

At Alphay, we believe your passion—combined with our proven tools—is the perfect formula for success. In other words, **we believe in you**. That's why we've created the *Alphay Ecosystem*. It's the immersive environment you've been looking for since the day you started out to make it on your own in this world. It's the opportunity to **leverage your time, your money and your efforts** by taking advantage of a wealth of resources that await you.

Imagine teaching and training devoted to your success—to making sure you have everything you need to do your best. Live events. Online coaching broadcasts. Mentoring from those who have succeeded before you. Books, audio and more; it's all there for the taking.

When we say **proven tools**, we mean it—and it all starts with your *Ecosystem Manual*. This is your framework. This is your guide. It is how you get started, how you succeed and how you maintain your growth. There are no shortcuts to reaching your potential; this manual is a constant reminder of the most critical steps that must be taken if you want to get the most out of the *Alphay Ecosystem* and be on your way to pursuing your dreams and living a prosperous life.

"Happiness is when what you think, what you say, and what you do are in harmony."

— Mahatma Gandhi

HABITS: WHERE DO YOU START?

We all have habits—some healthy, but maybe some are not so healthy. Approximately **40% of your daily activities are habits**. That means almost half of what you do throughout the day is routine; you don't think about it, you just do it! Habits prevent us from becoming overwhelmed with the demands of work, family, relationships, etc. It's only natural that we run on autopilot for a large chunk of our lives. The question you should be asking yourself right now: **Is your 40% helping or hindering your goals and dreams?**

Research indicates that people who wake up earlier are better at anticipating and solving problems, planning their lives, getting more exercise and are generally more successful. Other studies have shown that spending too much time in bed can negatively affect our health, leading to problems such as heart disease, obesity and depression.

Of course, this doesn't mean we can't all enjoy a few hours of extra sleep every now and then. It's when that excessive sleep becomes a habit—a regular tendency—that we have to ask ourselves if this practice is healthy or harmful.

What about other habits? Do you eat well? Extensive research on how food affects the brain has shown that the right foods, consumed in the right amounts, weigh heavily on improved learning and memory skills, and the ability to combat depression, mood disorders, dementia and behavioral issues. On the other hand, fast food and junk food can be tied to negative effects on the brain's synapses, leading to cognitive impairment.

HABITS:

WHERE DO YOU START?

It is no coincidence that Okinawa, Japan is home to one of the longest lifespans on the planet and very few mental disorders. A diet rich in fish and healthy fats can do wonders for the body and the mind!

Do you read? People who read regularly are more likely to have less stress, a greater capacity for retaining information, are more analytical, possess greater empathy for others and are less likely to develop Alzheimer's.

Do you make it a habit to set goals? Neuroscientists have discovered that people who set goals and see progress toward achieving them are happier and more capable of suppressing negative emotions.

Are you honest? People who develop a habit of stretching the truth or lying tend to live more stressful lives, have ongoing issues with self-esteem and find it difficult to maintain healthy relationships. People who make truth telling a priority—a habit—tend to have greater mental health and wellness.

How do you create healthy habits that help you get where you want to go in life? The answer is actually in the question; you must begin by asking yourself where you want to go in life. Another way of approaching this is to ask **what do I want my life to be like?** This is a deeply personal question that, if carefully considered and thoughtfully answered, will help you define your dream and create the drive you need to succeed.

Again, this is deeply personal. The most successful people in the world have taken the time to articulate what they want their life to be like, and they revisit it every day.

It is a constant reminder to keep them moving forward. It becomes the passion that powers you. It runs deep, is crystal clear and ever present in your mind. **It is the foundation of new habits that will take your life from what is to what you want it to be.**

If any of this speaks to you, then you are ready to begin your own personal journey and start seeing the world differently. **Take some time to yourself.** Sit down with a pen and journal, or even the notes section in the back of this manual. Remove yourself from all distractions and simply focus on you.

Answer the question: What do I want my life to look like? As you answer, thoughtfully consider every aspect of your life. What do you want your life to look like when you wake up in the morning? As you go about your day, what do you want to be doing? **What fulfills you?** How do you want to be perceived by other people—by your family, friends and loved ones? How do you want to affect their lives?

As you sit with your thoughts and the words you've just written, bring it all together by defining your own personal, entirely unique **why**. You'll find that, if you can answer this simple yet profound question of **why you want your life to look like you want it to**, then your life will become exactly that: simple and profound.

Everything you commit yourself to—every action you take—every choice you make will become dictated by your **why**. Even the most important decisions in life will become easier to manage. After all, if it doesn't help you create the type of life you want to have, and it doesn't further your own **why**, then what reason is there to do it?

HABITS:

WHERE DO YOU START?

We guarantee that this personal exercise will change your life. It has served as the foundation for creating healthy habits—and breaking the bad ones—for so many people. It has helped people lose weight. It has helped people quit smoking, spend more time with their family and run a full marathon. It has also helped some of **the most successful network marketers develop their talents and focus their time and energy on proven tactics—on habits—that make them successful beyond imagination.**

CREATE

YOUR GOALS

Are your goals in alignment with your why?

After you’ve taken the time to articulate your **why**, it’s time to not just make some goals—it’s time to **align your goals with your why**. Even the most profound **why** is a waste of time if you don’t have any goals to back it up. What commitments are you ready and willing to make? How far are you going to take your **why**?

If you want to go all the way and experience the life you were meant to have, we have the platform that will get you there, and it’s called the *Alphay Ecosystem*. But in order for this powerful environment to work for you, first you need to define your goals and commit to following through. **Goals are observable and measurable outcomes** you will be working toward as you plug yourself into the *Alphay Ecosystem*, and will be used as milestones that help keep you advancing toward realizing your dream.

To set a goal, **select a desired outcome and create a timeframe** within which you would like to achieve the outcome. Maybe you want to pay off your mortgage or create a college fund for your children. Perhaps you just want to catch up on some late payments, or you want to surprise your spouse with that dream vacation you’ve always talked about. Or maybe you want to quit your 9-5 job and be your own boss. Your goals are your own, just as much as your **why**.

Take a few moments and list a few goals you would like to accomplish, and how soon you would like to check them off your list.

Example: Become an Alphay All-Pro

Example: Become a Power³ Player

Remember, **your dreams are constant, your commitments are ongoing and goals are set, achieved and reset**. If any of your goals are financial, then you’re going to love becoming an **Alphay All-Pro**, and engaging in the **Power³ Player** program, which we’ll explain in more detail later.

THE ALPHAY ECOSYSTEM

If you've discovered your **why** and you've made some goals you're ready to commit to, then by now you're probably ready to get to work! You're probably also wondering what the *Alphay Ecosystem* is, and how you can get in on it.

The *Alphay Ecosystem*, while capable of profoundly changing your life, is actually built on a very simple principle: we at Alphay know what has worked for successful entrepreneurs before, so we took their proven practices and created our very own environment where you can learn, grow, achieve and succeed. To put it another way, **the *Alphay Ecosystem* provides the leverage you need to take your life from what is to what you want it to be.** It is the opportunity to leverage your time, your money and talents to see your efforts turn into real results. The *Alphay Ecosystem* is where you will **learn to develop healthy, productive habits.** It is where you will recognize the patterns that successful people follow, and it is also where you will find successful people ready to help you plug those patterns into your own life.

The result: exponential growth. Rather than exhausting the efforts of just one person (yourself), you will begin to **amplify your efforts** by creating a self-sustaining system—a network—capable of expanding far beyond the reach you would achieve working on your own.

As you immerse yourself in the *Alphay Ecosystem*, you will find a wealth of resources with only one missing ingredient for success: your passion and commitment. If you truly apply yourself and use all the tools, training and resources we provide, then you will be well on your way to living the type of life you want to have.

AMONG THE MANY RESOURCES YOU WILL FIND
IN THE *ALPHAY ECOSYSTEM* ARE:

- Value building exercises
- Distributor training and tools
- High tech tools
- Events
- Rewards programs
- Expert community
- Culture building exercises

LET'S GET STARTED

It's time to develop your *Pattern of Success*. What you're about to read is proven and has been duplicated countless times by Alphay Distributors just like yourself. The more you rotate through the *Pattern of Success*, the more you will begin to catch on to just how rewarding it can be for you. We encourage you to understand that **with patience come great rewards.** It may take some time to establish a rhythm and create your habits, but if you make it a goal and stick with it, the results will be nothing short of amazing!

"I count him braver who overcomes his desires than him who conquers his enemies; for the hardest victory is over self."

— Aristotle

LET'S GET STARTED

ALPHAY PATTERN OF SUCCESS

STEP 1 - START WITH YOUR DREAM

If you completed the exercise on page 9 to articulate your **why**, you already know what you want your life to look like. Every time you begin the *Pattern of Success*, revisit your dream and remind yourself why you're here. Go ahead and write it down now as a reminder: **what do you want your life to be like?**

STEP 2 - CHECK IN ON YOUR GOALS

If you completed the exercise on page 11, you've got some pretty great goals that are aligned with your **why**, and a good idea of when you would like to accomplish them. **Are you on track?** How much work do you need to commit to if you would like to accomplish your goals on time? Do you need to set new goals? Go ahead and write down your #1 goal right now (this should be the milestone you want to accomplish sooner than anything else):

STEP 3 - MAKE A LIST

This is where the rubber meets the road. It's time to gather all the resources available to you: Address/phone books, Facebook, Instagram and Twitter contacts, etc. This list needs to be as comprehensive as possible, because **this is where you're going to start building your business**. Talking to these people is the first actionable step you are going to take. This is where you separate yourself from the daydreamers and become an entrepreneur.

All the dreams and ambitions you have don't mean a thing until you set appointments to share Alphay products and the opportunity with the world.

TRY TO THINK OF AT LEAST 100 PEOPLE:

- Family
- Friends
- Friends at the office
- Former work associates
- Neighbors
- Former neighbors
- Friends from your children's activities
- PTA members
- Your children's teachers
- People you talk to at the gym
- People you went to school with
- People you go to church with
- People you talk to at your favorite bar or restaurant
- People who work at your favorite bar or restaurant
- Your mail carrier
- Your doctor, dentist, nurse, etc.
- Your favorite barista

LET'S GET STARTED

- Anyone you have contact info for who services your car, cleans your house, does your dry cleaning, cleans your carpet, does your plumbing, landscapes or works on your yard, paints your house, cares for your pet or any other contracted service
- Anyone you can think of who is interested in health and prosperity

The longer your list, the greater your opportunity; you will have a better chance to build the width your organization needs to experience fast growth. As you look through your contacts, don't hesitate to include people whom you know from all levels of association. And remember, this is an ongoing list. **Look for opportunities to add to it every single day—there is no such thing as a complete list!**

STEP 4 - BUY A PACK

Now that you've got a list, the most important thing you can do is **engage your contacts the right way**, and it all starts with the amazing Alphay products. Order the appropriate starter pack that provides you enough samples to share with your contacts, as well as some extras for new connections and happy accidents.

STEP 5 - SAMPLE AND SHARE

You know how the saying goes: **you only get one chance to make a first impression**. We're here to help you make your first point of contact with everyone on your list a success by teaching you how to tactfully and creatively share a sample—and follow up—with everyone on your list. Standing behind our incredible products by handing out a free sample is a simple, yet powerful way to forge the connections you will need to build a powerful network.

STEP 6 - SHOW AND SIGN

Following up on the samples you have shared with your contacts is the perfect occasion to transition into the broader conversation of how they, too, can participate in this profound opportunity. After confirming that they are enjoying their sample, and you have both discussed the many wonderful benefits of Alphay and Lingzhi, the conversation is primed to **discuss the plan**. This simply means explaining how the products, *Alphay Ecosystem* and compensation plan all work together to create a proven, powerful opportunity.

LET'S GET STARTED

Every contact on your list is a unique opportunity for you to show the plan using the exact same protocols as was shared with you the first time. This is the **power of duplication**. You have witnessed first hand what works; now you've become empowered to continue the legacy.

We will continually work to inspire and teach you to grow your presentation skillset as part of the *Alphay Ecosystem*, but the most critical component of discussing the opportunity is to develop and share your own **personal story** and your passion for the work you're doing. Carefully follow the proven content provided, and then share your inspiration, motivation and aspirations.

You will quickly begin to see how this formula works to your advantage as you witness the amazing excitement you create in others. This is where you welcome your contact to the Alphay family and sign them up. Don't let their excitement fade; get them going on their own *Pattern of Success* as quickly as possible so they, too, can begin to appreciate the Alphay opportunity.

STEP 7 - COACH AND COUNSEL

Just as you probably had many questions for your Mentor when you began, your **new team members will be looking to you for guidance and advice**. The most important first step you can take is to encourage your new team members to discover what they want their lives to look like, and to define their **why** and set some goals. This is how you will help them create the momentum they need to become successful entrepreneurs like yourself.

Do everything you can to get your new team member continuing on the right path and following the *Pattern of Success*. Check in on them to make sure they are set up with their new product packs and all the resources available to them in the *Alphay Ecosystem*.

Always remember that just as you are invested in your downline, your Mentor is invested in you. As you coach and counsel, be sure to **communicate regularly with your Mentor** and receive their valuable counsel as well. For everyone—including you—to succeed, **motivation must flow from the top down**. Never forget to do your part; work hard to inspire those who look up to you and the rewards will be greater than you can imagine.

STEP 8 - REPEAT

Duplication of the *Pattern of Success* is more than getting other people to adopt the same process. You must duplicate it yourself—doing it just once is not enough to grow a successful business. **Always start at the beginning**. Every time you set out to grow your business, even if you're at it every day, is a new opportunity to start with your dream and assess your goals. The more you align yourself with these things, the more motivated you will be to succeed. And the more motivation you have, the more surprised you will be when you see what you're capable of.

Through repetition you will see **greater width** in your organization; that is, you will begin to bring in more team builders just like yourself who are motivated to help others succeed. Through repetition you will also see **greater depth**;

LET'S GET STARTED

that is, you will see the volume running through your network rapidly grow and provide you significant returns. Each and every time you repeat the *Pattern of Success* is a new opportunity refine your skills, renew your energy and optimism, and create new habits that will help your business grow. As an entrepreneur, you will begin to experience more play and less work as the fundamental principle of **leverage begins to work in your favor**.

The secret to your success is not complexity; rather, it is duplication of what has already been proven before. **With repetition and commitment, you will succeed.** As long as you align yourself with the *Pattern of Success*, and you leverage the tools and resources provided in the *Alphay Ecosystem*, you will produce results.

Your time and your money are valuable to you; by following what works, you will amplify your efforts and create a more powerful network than you ever imagined.

ALPHAY INCENTIVES

Your growth strategy is to recruit other team builders like yourself who will emerge as successful, highly profitable leaders. As you work hard to grow your team into a true network marketing powerhouse, we have incentivized the entire process with lucrative rewards that will help keep you motivated to take your business to the next level.

Two of your top goals should be to immediately become a

ALPHAY ALL-PRO TEAM

member of the **Alphay All-Pro Team**, and engage in the **Power³ Player** program. Both are easy to get started, simple to follow and offer great rewards!

THE ALPHAY ALL-PRO TEAM

A key component of the *Alphay Ecosystem* is empowering smart people who are inspired and motivated to create change in their lives. As you set out to begin building your new business with Alphay, we want to ensure that you are provided the opportunity to quickly experience the success and recognition you deserve. That's why we've created the **Alphay All-Pro Team**—for distributors who would like to rise to the top—to **reward hard work from day one**. As you fully immerse yourself in the *Alphay Ecosystem*, simply complete the following requirement and we will recognize you onstage as an **Alphay All-Pro**.

ALL-PRO

In addition to being recognized on stage, you will be given reserved seating at all our major conferences.

- Show the plan 3 or more times per week
- Maintain a personal circle of 100 PQV (single) or 150 PQV (couple)
- Maintain 2-5 customers per month
- Order and listen to Alphay CDs daily
- Order and read the Book of the Month
- Attend all business conferences and seminars

ALPHAY INCENTIVES

- Counsel monthly with your counseling sheet
- Have a Power³ Player in 1 leg of your business
- Have 3 legs receiving commissions monthly
- Have at least 10 distributors on the Alphay CD & Book of the Month program
- Have at least 10 distributors attending business conferences and seminars

ALL-PRO SELECT

In addition to being recognized on stage and receiving reserved seating at all our major conferences, you will be invited to select business meetings and opportunities, and be invited to attend all major conferences **free of charge**.

- Show the plan 4 or more times per week
- Maintain a personal circle of 100 PQV (single) or 150 PQV (couple)
- Maintain 2-5 customers per month
- Order and listen to Alphay CDs daily
- Order and read the Book of the Month
- Attend all business conferences and seminars
- Counsel monthly with your counseling sheet
- Have a Power³ Player in 2 legs of your business
- Have 4 legs receiving commissions monthly
- Have at least 25 distributors on the Alphay CD & Book of the Month program

- Have at least 25 distributors attending business conferences and seminars
- Have at least 1 leg in ALL-PRO status

ALL-PRO ELITE

In addition to being recognized on stage, receiving reserved seating at all our major conferences, being invited to select business meetings and opportunities, and attending all major conferences free of charge, you will receive **VIP access to all major conferences**.

- Show the plan 5 or more times per week
- Maintain a personal circle of 100 PQV (single) or 150 PQV (couple)
- Maintain 2-5 customers per month
- Order and listen to Alphay CDs daily
- Order and read the Book of the Month
- Attend all business conferences and seminars
- Counsel monthly with your counseling sheet
- Have a Power³ Player in 3 legs of your business
- Have 5 legs receiving commissions monthly
- Have at least 40 distributors on the Alphay CD & Book of the Month program
- Have at least 40 distributors attending business conferences and seminars
- Have at least 2 legs in ALL-PRO status

POWER³ PLAYER PROGRAM

While we understand how rewarding it is to be recognized as an **Alphay All-Pro** when you're getting started, we also know **how sweet it is to get paid**. That's why we've created the Power³ Player program—a unique opportunity to experience **quick cash and phenomenal prizes** in the first 90 days as a distributor of Alphay*.

HERE'S HOW IT WORKS:

30 DAYS

3+3 ACHIEVEMENT BONUS

Begin building your team by onboarding three distributors and three customers in the first 30 days—we call this 3+3. We'll give you an **extra \$25 for every Builder Pack, \$50 for every Leader Pack, and \$100 for every Executive Pack!**



3B = 3 Builders who each join in with 175QV (i.e. Builder Pack) or above

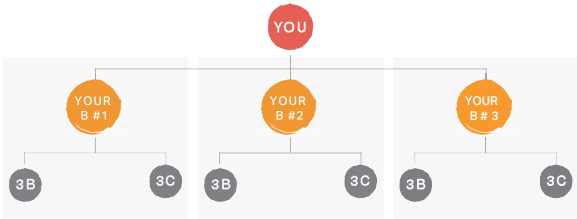
3C = 3 Unique Personal Customers

* Distributor must be in Active status in order to participate in all programs and earn bonuses. Please refer to the Alphay Quick Start and Incentives Programs for full details.

60 DAYS

IPAD INCENTIVE

Now that you've achieved your 3+3, simply help your three new distributors achieve their own 3+3 in their first 30 days, and we'll send you a new iPad. **You've now created a 60-day model** for others to follow as well. Your three will have earned their quick cash, and are ready to be motivated to win an iPad of their own.



YOU

Have 3 Active Personally Sponsored Distributors (PSD)
Have 3 Unique Personal Customer orders

3+3 ACHIEVEMENT BONUS

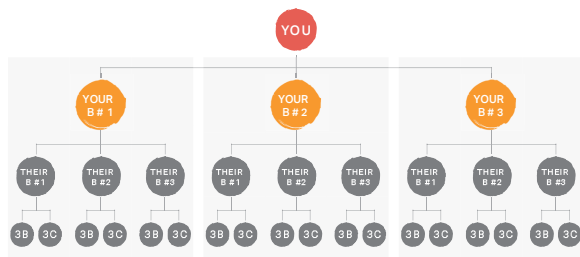
Become a Power³ Player in your first 30 days by achieving your 3+3 and receive bonus cash!
\$25 for every Builder Pack, \$50 for every Leader Pack and \$100 for every Executive Pack!

POWER³ PLAYER PROGRAM

90
DAYS

MACBOOK INCENTIVE

It's time to take your team to the next level. When you **help your three distributors follow the same path you're on** and each earn their own iPad, we have a beautiful powerhouse—a sleek and ultra-productive MacBook waiting for you.



YOU

Have 3 Active Personally Sponsored Distributors (PSD)
Have 3 Unique Personal Customer orders

It's really that simple. Get out there and share your story and share the plan. Show people the incredible opportunity and the world-class products offered by Alpay, and we'll start sending generous rewards your way.

Please refer to the Alpay Quick Start and Incentives Programs for full details.

CUSTOMER ACQUISITION PROGRAM

30
DAYS

10 CUSTOMER CLUB BONUS

As you begin to introduce the world to Alpay products, you'll notice how quickly people can experience the life changing benefits of Lingzhi. If you introduce 10 new customers to Alpay in your first 30 days, you'll get 30% of total BV from those new personal customers who place order(s) during your first 30 days of enrollment.

10 CUSTOMER CLUB MATCHING BONUS

When your Personally Sponsored Distributors earn their 10 Customer Club Bonus, you will earn 5% of the total BV from their new personal customers' orders.

PRODUCT SHARER BONUS

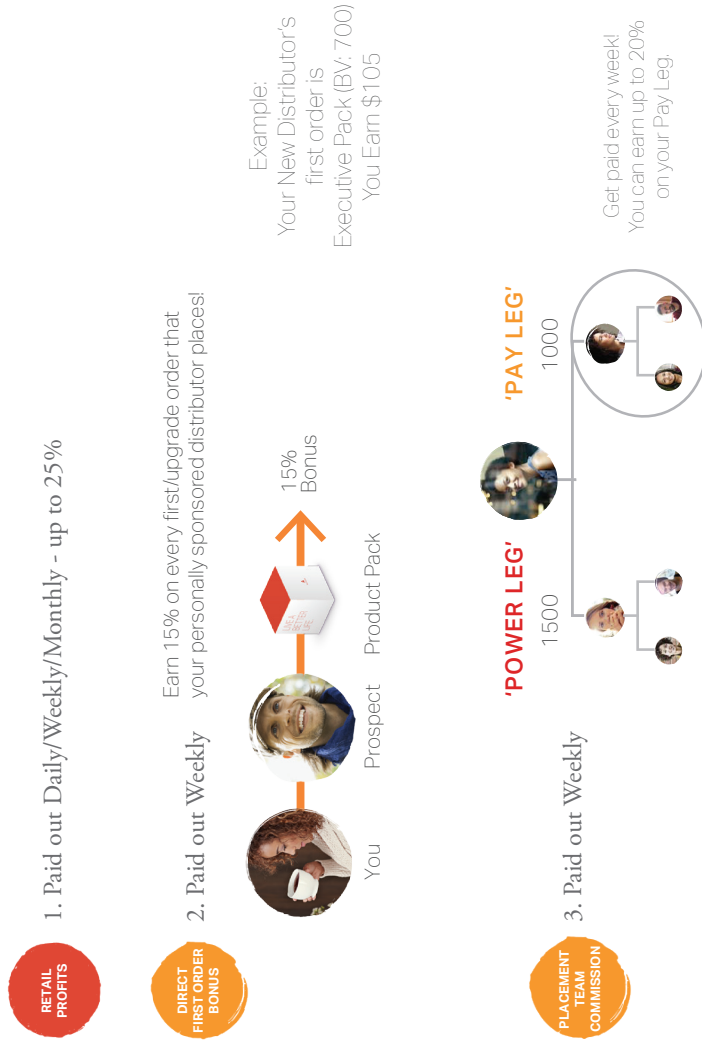
Receive an Alpay Rewards Cash voucher when you have 3 or more new personal customers in one calendar month, which is 30% of the total BV from all their initial orders.

CUSTOMER REWARDS PROGRAM

When a Customer shares Alpay with 3 of his or her friends, and the 3 friends each place a product order, the referring Customer will receive an Alpay Rewards Cash voucher worth 20% of the purchase price ordered by those friends. Customer will receive one voucher for every 3 new friends she/he refers.

COMPENSATION PLAN

Alpha's Elements of Success Compensation Plan combines the most powerful daily, weekly, monthly, quarterly, and annual income streams. A simple and duplicable plan that is truly Powered By Heart™, it was created with one priority in mind: Empowering you with the leverage you need to pursue your dreams – right from the start.



Placement Team Commission (weekly) — based on Placement Tree											
		Personal First Order Qualifying Volume ¹			Monthly Paid Rank						
		175	350	700	Ruby	Emerald	Diamond	Key Master	★ Key Master	★★ Key Master	★★★ Key Master
Pay Leg % on Team Commission Volume ^{2(a)}		5%	10%	15%	-	-	20%	20%	20%	20%	20%
Maximum Weekly Earning Potential ^{2(b)}		\$1,000	\$2,000	\$5,000	\$7,500	\$10,000	\$15,000	\$25,000	\$25,000	\$25,000	\$25,000

* To qualify for bonuses, a Distributor must be Active status (50PQV) in the current, or previous 4, commissionable weeks.

1. Placement: Team Commission (PTC) Upgrade option:
 1. Within 8 weeks of enrollment, generate a single personal upgrade order for the volume difference between PTC levels to achieve a higher PTC level, capped at 15%.
 2. 15% of the first order bonus volume is paid out in 2 Active Personally Sponsored Distributors, one in the Left Leg and one in the Right Leg, will be placed in the Placement: Tree structure.
 3. To be eligible for PTC, Distributors must have at least 2 Direct Personally Sponsored Distributors, one in the Left Leg and one in the Right Leg, each qualification period, starting from the 5th week of enrollment. By achieving paid rank of Diamond or above, Distributors will only be required to have at least 2 active Distributors in his/her Sponsorship Tree lineage, one in the Left Leg and one in the Right Leg, for 4 consecutive weeks immediately following the confirmation of paid rank. Please refer to the AlphaPay Compensation Plan for rules on activity and carryover volume.
 4. By achieving a paid rank of Diamond or above, the Distributor will be paid 20% Placement: Team Commission with corresponding maximum weekly earning potential for 4 consecutive weeks immediately following the confirmation of the paid rank.
 5. Once the Placement: Team Commission is reached, the volume on your Pay Leg will be reset to zero.
 6. When the weekly payout maximum is reached, the volume on your Pay Leg will be deducted from the Power Leg. All PTC on the Pay Leg will be reset to zero each commission period.

Your monthly Paid Rank qualification will be determined by your Personal Qualifying Volume (**PQV**) and Group Qualifying Volume (**GQV**) for the calendar month, which includes all orders placed within your Sponsorship Tree. Commission calculations are based on Group Bonus Volume (**GBV**), which includes non-first/hon-upgrade orders.



Unilevel Monthly Commission (monthly) - based on Sponsorship Tree										
Pin*/Paid Rank	Silver	Gold	Sapphire	Ruby	Emerald	Diamond	Key Master	★ Key Master	★★ Key Master	★★★ Key Master
Qualification										
Personal Qualifying Volume (PQV)	50	50	100	100	100	200	200	200	200	200
Group Qualifying Volume (GQV)	100	500	2,000	7,000	20,000	50,000	100,000	200,000	500,000	2,000,000
Maximum GQV Contribution Per Leg	100%	50%	50%	50%	50%	40%	40%	40%	40%	30%
Level 1	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Level 2	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3		5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4			5%	5%	5%	5%	5%	5%	5%	5%
Level 5				5%	5%	5%	5%	5%	5%	5%
Level 6					5%	5%	5%	5%	5%	5%
Level 7						5%	5%	5%	5%	5%
Level 8							5%	5%	5%	5%
Level 9								5%	5%	5%
Level 10									5%	5%

7 Pin Recognition:
Emerald and Diamond - must maintain current or higher paid rank for 3 out of 12 rolling calendar months.
Key Master and higher ranks - must maintain current or higher paid rank for 6 months within a fiscal year (September through August).

Unilevel Matching Bonus (monthly) based on Sponsorship Tree, Unilevel Monthly Commission Check										
Pin*/Paid Rank	Silver	Gold	Sapphire	Ruby	Emerald	Diamond	Key Master	★ Key Master	★★ Key Master	★★★ Key Master
Level 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2		5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3			5%	5%	5%	5%	5%	5%	5%	5%
Level 4				5%	5%	5%	5%	5%	5%	5%
Level 5					5%	5%	5%	5%	5%	5%

Achieve the rank of Key Master or higher, and receive a Generational Bonus on up to 5 generations of qualified Key Masters or higher throughout your organization. Legs with qualified Key Masters (or higher) will be considered for this bonus. For each Generation achieved, receive 5% bonus on the personal BV of each distributor in the generation. The higher your rank, the more generations you can be paid on. A Generation begins when a Qualified Key Master is found in any leg of your personal Sponsorship Tree and ends with, but does not include, the next Qualified Key Master or higher. Your Generational Bonus will provide you the potential to be paid to unlimited depth in your organization.

Generational Bonus ⁸ (monthly) - based on Sponsorship Tree										
Pin/Paid Rank	Silver	Gold	Sapphire	Ruby	Emerald	Diamond	Key Master	★ Key Master	★★ Key Master	★★★ Key Master
Generation 0							5%	5%	5%	5%
Generation 1								5%	5%	5%
Generation 2									5%	5%
Generation 3										5%
Generation 4										5%

8. On legs with one (or more) Key Master or higher.

Rank Achievement Bonus (as earned)									
Pin/Paid Rank	Emerald	Diamond	Key Master	★ Key Master	★★ Key Master	★★★ Key Master	★★★★ Key Master	★★★★★ Key Master	★★★★★ Key Master
Paid Rank Qualification (months out of a 12 rolling month period)	3	3	—	—	—	—	—	—	—
Paid Rank Qualification (months out of a fiscal year) September - August	—	—	6	6	6	6	6	6	6
One-time Bonus (\$)	\$5,000	\$10,000	\$25,000	\$50,000	\$75,000 Car Bonus	\$100,000	\$250,000	\$1,000,000	
Incentive Trips	Emerald Leadership Summit	—	Key Master Leadership Summit						

Achieve the Ranks and enjoy luxurious prizes and incentive trips!*

Our Power³ Player program helps you earn within your first 90 days of enrollment!*



*Certain performance is required. Please refer to the Alpayh Compensation Plan and Quick Start & Incentives Program for full details.

RANK ACHIEVEMENTS

Each rank with Alphay Global is rewarded with valuable incentives and cash rewards. Please check out the following outline describing the simple requirements of each rank in the Alphay Compensation Plan:

PQV = Personal Qualifying Volume | GQV = Group Qualifying Volume

SILVER

QUALIFICATION:

50 PQV; 100 GQV, 100% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$5,000 Placement Team Commission Per Week; 2 Levels Commission on Unilevel, 1 Level Matching Bonus. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Power³ Incentives.

GOLD

QUALIFICATION:

50 PQV; 500 GQV, 50% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$5,000 Placement Team Commission Per Week, 4 Levels Commission on Unilevel, 2 Levels Matching Bonus. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Power³ Incentives.

SAPPHIRE

QUALIFICATION:

100 PQV; 2,000 GQV, 50% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$5,000 Placement Team Commission Per Week, 5 Levels Commission on Unilevel, 3 Levels Matching Bonus. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Power³ Incentives.

RUBY

QUALIFICATION:

100 PQV; 7,000 GQV, 50% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$7,500 Placement Team Commission Per Week, 6 Levels Commission on Unilevel, 4 Levels Matching Bonus. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Power³ Incentives.

EMERALD

QUALIFICATION:

100 PQV; 20,000 GQV, 50% Maximum GQV Contribution Per Leg

RANK ACHIEVEMENTS

REWARDS:

Up to \$10,000 Placement Team Commission Per Week, 7 Levels Commission on Unilevel, 5 Levels Matching Bonus, \$5,000 Rank Achievement Bonus, Emerald Leadership Summit Trip. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Power³ Incentives.

DIAMOND

QUALIFICATION:

200 PQV; 50,000 GQV, 40% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$15,000 Placement Team Commission Per Week, 8 Levels Commission on Unilevel, 5 Levels Matching Bonus, \$10,000 Rank Achievement Bonus. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Power³ Incentives.

KEY MASTER

QUALIFICATION:

200 PQV; 100,000 GQV, 40% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$25,000 Placement Team Commission Per Week, 9 Levels Commission on Unilevel, 5 Levels Matching Bonus, 1 Level Generational Bonus, \$25,000 Rank

Achievement Bonus, Key Master Incentive Trip. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Founders Pool, Power³ Incentives.

★ **KEY MASTER**

QUALIFICATION:

200 PQV; 200,000 GQV, 40% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$25,000 Placement Team Commission Per Week, 10 Levels Commission on Unilevel, 5 Levels Matching Bonus, 2 Levels Generational Bonus, \$50,000 Rank Achievement Bonus, Key Master Incentive Trip. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Founders Pool, Power³ Incentives.

★ ★ **KEY MASTER**

QUALIFICATION:

200 PQV; 500,000 GQV, 40% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$25,000 Placement Team Commission Per Week, 10 Levels Commission on Unilevel, 5 Levels Matching Bonus, 3 Levels Generational Bonus, \$75,000 Rank Achievement Car Bonus, Key Master Incentive Trip.

RANK ACHIEVEMENTS

Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Founders Pool, Power³ Incentives.

★ ★ ★ KEY MASTER

QUALIFICATION:

200 PQV; 1,000,000 GQV, 30% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$25,000 Placement Team Commission Per Week, 10 Levels Commission on Unilevel, 5 Levels Matching Bonus, 4 Levels Generational Bonus, \$100,000 Rank Achievement Bonus, Key Master Incentive Trip. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Founders Pool, Power³ Incentives.

★ ★ ★ ★ KEY MASTER

QUALIFICATION:

200 PQV; 2,000,000 GQV, 30% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$25,000 Placement Team Commission Per Week, 10 Levels Commission on Unilevel, 5 Levels Matching Bonus, 5 Levels Generational Bonus, \$250,000 Rank Achievement Bonus, Key Master Incentive Trip. Plus participation in 10 Customer Club Bonus, 10 Customer

Club Matching Bonus, 10 Customer Pool, Builders Pool, Founders Pool, Power³ Incentives.

★ ★ ★ ★ KEY MASTER

QUALIFICATION:

200 PQV; 5,000,000 GQV, 30% Maximum GQV Contribution Per Leg

REWARDS:

Up to \$25,000 Placement Team Commission Per Week, 10 Levels Commission on Unilevel, 5 Levels Matching Bonus, 5 Levels Generational Bonus, \$1,000,000 Rank Achievement Bonus, Key Master Incentive Trip. Plus participation in 10 Customer Club Bonus, 10 Customer Club Matching Bonus, 10 Customer Pool, Builders Pool, Founders Pool, Power³ Incentives.

“We do not inherit the earth from our ancestors, we borrow it from our children.”

– Native American Song

*Certain performance is required. Please refer to the Alpha Elements of Success Compensation Plan for full details.

COMMISSIONS & BONUSES

RETAIL PROFITS

As Earned

Sell products to your customers and earn the difference between your distributor price and the selling price. Earn up to 25% retail profit when you resell at the Suggested Retail Price (SRP). Also, earn **15% on all retail orders your personal customers place** through your www.getalphay.com website (in addition to retail profits).

DIRECT FIRST ORDER BONUS

Weekly

Earn 15% on the Bonus Volume (BV) of the first order placed by each of your personally sponsored distributors.

PLACEMENT TEAM COMMISSION

Weekly

Earn 5–20% Commission on all of your pay leg's Placement Team Volume (PTV). Earn as much as **\$25,000 per week**.

3+3 ACHIEVEMENT BONUS

As Earned

When you achieve your 3+3 in your first 30 days, **receive an extra \$25** for every Builder Pack, **\$50** for every Leader Pack, and **\$100** for every Executive Pack ordered by all distributors you personally sponsored during this time.

10 CUSTOMER CLUB BONUS

As Earned

Achieve 10 unique personal customers in your first 30 days and receive **30% of the total BV from all those new personally sponsored customers' orders**.

10 CUSTOMER CLUB MATCHING BONUS

As Earned

When your PSD earn their 10 Customer Club Bonus in their first 30 days, you **receive 5% of the total BV from all those customers' orders**.

UNILEVEL MONTHLY COMMISSION

Monthly

Receive a 15% Unilevel Commission on your first level of personally sponsored distributors in your Sponsorship Tree. **Earn 5% of the Bonus Volume (BV)** on an additional 9 levels, for up to 10 total levels of pay in your organization. The higher your rank, the deeper the pay levels you will achieve.

UNILEVEL MATCHING BONUS

Monthly

Earn a 10% matching bonus on your first level of personally sponsored distributors' Unilevel Monthly Commission checks. **Earn 5%** on an additional 4 levels, for a total of 5 levels of Unilevel Matching Bonus in your organization. The higher your rank, the deeper the pay levels you will achieve.

GENERATIONAL BONUS

Monthly

Achieve the rank of Key Master or higher, and receive a Generational Bonus up to 5 generations of Key Masters or higher throughout your organization. For each Generation achieved, **receive 5% bonus on the personal**

COMMISSIONS & BONUSES

BV of each distributor in the generation. The higher your rank, the more generations you can be paid on. Your Generational Bonus will provide you the potential to be paid to unlimited depth in your organization.

RANK ACHIEVEMENT BONUS *As Earned*

Achieve and maintain the rank of Emerald and above, **receive a bonus of \$5,000 to 1 Million dollars!** Once achieved, you earn your bonus outright, not spread over time with any additional qualifications.

AUDI OWNERSHIP PROGRAM *As Earned*

Getting behind the wheel of a powerful, head-turning luxury driving machine transforms even a routine day of errands into an exciting adventure, and will elevate your status for a night on the town. When you achieve and maintain the Two Star Key Master Rank (as outlined on page 37) Alphay will recognize your exceptional performance and exemplary leadership by rewarding you with a **free and clear title to a new Alphay Audi**. You'll revel at the next generation technology, elegant design and luxurious interior of this superior machine. The car is yours to keep, as a symbol of our appreciation.

*Qualifying vehicles valued at \$75,000

POOLS

10 CUSTOMER POOL *Quarterly*

Maintain your 3+3, and maintain 10 unique personal customer orders in every calendar month, and receive one share for the 10 Customer Pool. **Receive 1 share for every 10 unique personal customers** each month you qualify. Achieve 20 unique personal customer orders, receive 2 shares, and so forth.

BUILDERS POOL *Quarterly*

In one calendar month, complete any of the following to receive shares: have 3 distributors in your Sponsorship Tree maintain their 3+3, and receive 1 share of the Builders Pool; receive 3 shares when 9 of them maintain their 3+3; or when any of your personally sponsored distributors qualifies for the 10 Customer Pool, receive 1 share for each month they qualify. You must maintain your 3+3 in all 3 cases to qualify for shares.

FOUNDERS POOL *Annually*

Become a Founder Key Master, and **receive one share**, by qualifying at rank for a fiscal year (12 months). The higher your key master rank, the larger your share!

*Certain performance is required. Please refer to the Alphay Elements of Success Compensation Plan for full details.

LEADERSHIP SUMMITS

EMERALD LEADERSHIP SUMMIT

Jet off for an exciting weekend in Vegas! When you achieve the rank of Emerald (as outlined on page 35) you and your significant other will be invited to join Alpay for an **all-inclusive stay at Red Rock Resort**, just off the Las Vegas Strip. Breathtaking Red Rock Canyon views will surround you and other powerful Alpay leaders as you network, share, learn and grow. This is at the very core of the *Alpay Ecosystem*—there is no better way to grow your business and attain significant personal and entrepreneurial improvement than to surround yourself with equally successful, like-minded individuals. And of course, some of the best nightlife in the world is just minutes away.

KEY MASTER GLOBAL LEADERSHIP SUMMIT

There are few things in life better than taking in a warm breeze, just steps from a serene, picturesque island beach in the Pacific. Welcome to the Key Master Global Leadership Summit in Maui, Hawaii. When you achieve the rank of Key Master (as outlined on page 37) you and your significant other will be invited to join Alpay for an **all-inclusive stay at the Grand Wailea** hotel at one of the most attractive destinations on the planet. Sit poolside at the Waldorf Astoria Resort, or take a complementary umbrella out on Wailea Beach and relax the day away. This exclusive event is your annual

opportunity to meet with other highly successful leaders from all around the world—and of course **Chairman Hui Chen will be in attendance** to honor his elite entrepreneurs himself.

“Meditation brings wisdom; lack of meditation leaves ignorance. Know well what leads you forward and what holds you back.”

– Buddha

* Summit locations are subject to change.



ALPHAY BUILDER PACKS

A key component of the *Alphay Ecosystem*, these packs are purposely built to give you what you need to build a successful business. Each pack includes products, product samples and getting started materials that will help integrate the *Alphay Ecosystem* into your daily efforts.

The \$35 business enrollment kit is required for the purchase of each pack and serves as your entry into the *Alphay Ecosystem*. **Your kit includes the technology suite you will use everyday, your marketing kit and a valuable training guide** that you'll find useful as you get your business off the ground and running.

In addition to the pack you select, please feel free to browse our full product lineup and order additional product as needed.



Alphay Builder Pack - \$249, 175 QV
5% in Placement Team Commission

*The contents of Alphay Builder Packs may vary. Please refer to the Price List for the most updated Pack content. Taxes and/or shipping may apply.



Alphay Leader Pack - \$499, 350 QV
10% in Placement Team Commission



Alphay Executive Pack - \$999, 700 QV
15% in Placement Team Commission

THE ALPHAY DIFFERENCE

UNPARALLELED PRODUCTS

You've already had the chance to explore many amazing elements of the *Alphay Ecosystem*, including tools to help get you started and incomparable rewards and compensation. Another key component of the *Alphay Ecosystem*—a component that gives you the leverage you need to achieve your goals and experience success—is the full product lineup. By applying **modern, innovative nutritional science** to Lingzhi, one of the healthiest super foods on the planet, you have the opportunity to show people around the world how they can improve their health and quality of life.

THE ALPHAY DIFFERENCE

Lingzhi, perhaps better than anything else known to humankind, is capable of promoting **longevity and vitality**. For thousands of years, in Traditional Chinese Medicine, the Lingzhi mushroom has been utilized in the treatment and prevention of temporary ailments and chronic conditions. It is known to possess significant capabilities at the cellular level, and can help strengthen the immune system better than any synthetic, off-the-shelf supplement at your local health foods store.

Alphay is the global leader in the research, cultivation, production and distribution of Lingzhi. Through the leadership of Chairman Chen and the power of modern biotechnology, we have significantly increased the efficacy of Lingzhi beyond what anyone thought possible. Our controlled cultivation, precise formulation, rigorous product testing and over half a century of dedication to Lingzhi results in increased bioavailability through simple, enjoyable consumption including **convenient supplements and delicious beverages**.

We invite you to explore our full product lineup to experience the incredible benefits of Lingzhi firsthand. As you begin to see how Lingzhi can change your life, it will be that much easier to inspire others to take advantage of the great products and opportunity.

“Words have the power to both destroy and heal. When words are both true and kind, they can change our world.”

— Buddha

ALPHAY MEETING FORMATS

As you fully immerse yourself in the *Alphay Ecosystem* by counseling with your upline, contacting people on your names list to share the plan and also attending corporate events, it is important to gain a general understanding of the various meeting formats we use. You should be comfortable and confident participating in each of these formats, as they all provide valuable opportunities to grow your business and reach your goals.

ONE-ON-ONE PRESENTATION

This allows you to give someone the **personal attention** they need to help them identify their specific needs and wants and get them started on the right path. You can conduct a one-on-one in person or over the phone. If done in person, you want to make sure you're somewhere that doesn't offer a lot of distraction and lets the other person really focus on the information you're providing.

The objective of the one-on-one presentation is to get your listener to understand how the *Alphay Ecosystem* can help create profound change in their life. They should walk away from the presentation feeling as though the *Alphay Ecosystem* and the opportunity you presented is the missing link they've been looking for their entire life—the link that will help them make their dreams a reality.

ALPHAY

MEETING FORMATS

A few key considerations as you plan your one-on-one meeting:

- Read the one-on-one meeting literature provided in the *Alphay Ecosystem* for complete coverage on how to conduct a meeting.
- Before you schedule a one-on-one with someone, make sure they are a qualified prospect. You don't want to spend valuable time putting all your energy into one person if there isn't going to be any interest.
- Make sure they are someone who trusts you and looks to you as someone who can help them solve a problem.
- Carefully consider everyone on your list to make sure you appropriately make use of your own time and get him or her in the environment that offers the greatest chance of success. There are some people who are better off learning about Alphay in a group presentation.
- Remember that Alphay is built on a system of leverage, meaning that we provide you the tools and resources you need to make the most of your time, money and efforts. When you schedule a one-on-one, it is critical that you use the information and resources provided to you in the *Alphay Ecosystem* to walk through the presentation. This will ensure that you say the right things and show the opportunity the right way—the proven way—to greatly increase your rate of success.

PRIVATE BUSINESS RECEPTION

This is a great way to start experiencing instant success in your business by talking to a small group of people. A private business reception is the opportunity to immediately sell a lot of product and get people interested in the *Alphay Ecosystem* and compensation model. The most common location to hold a private business reception is in your home. This allows you to control your environment, keep everyone focused on you, and you're also more likely to succeed in a familiar, comfortable environment.

To initiate a private business reception, make a list of about **30 people** whom you would like to invite. Send everyone an invitation about two weeks in advance.

Keep it short and simple; **the following is a good example:**

Dear _____

I would like to welcome you to my home for a private reception on _____ to learn about my health and wellness business. I will be discussing the profound impact of modern biotechnology in health and nutrition, and how a successful, 50 year old company has made it possible for entrepreneurs to capitalize on a trillion dollar industry that shows no signs of slowing down.

The reception begins at _____ and will only take one hour of your time.

Please RSVP—refreshments will be served.

ALPHAY

MEETING FORMATS

A few key considerations as you plan your private business reception:

- Read the private business reception literature provided in the *Alphay Ecosystem* for complete coverage on how to conduct a meeting.
- Invite those whom you think will be active, interested listeners who will ask insightful questions and want to know more. This is not the time to risk inviting someone who risks having a poor attitude or wants to play the skeptic the whole night (that prospect is better for a one-on-one).
- Make it social. This should be a welcoming and relaxed event. Invite people whom you think will have shared interests and a shared enthusiasm for the opportunity you're presenting. Give the group time to get to know each other and get comfortable with their surroundings.
- Make it convenient. Be mindful of when you're scheduling the event. Do schedule it at a time that makes sense for people to have an hour or so of free time. Don't schedule it in the middle of the Super Bowl.
- Prepare some refreshments. You don't have to provide a lot—just some Alphay coffee, tea, water and a light finger food snack.
- Make a follow up call. You will want to call everyone you invite at least a few days before the reception. Be polite and direct. Use the phrase **can I count**

on you? If you receive a firm commitment—if they know you are counting on them—then you are more likely to see larger attendance.

- Make sure all presentation equipment is working before people arrive. We are providing you world-class marketing tools to show people the products and the opportunity. Make sure your setup is ready to go and you'll look like a pro!

BBS: BUSINESS BUILDING SEMINAR (HOTEL MEETING)

As you continue to grow your business and see more and more people join your downline, you're going to want to strengthen your duplication model. You will grow the width of your organization with private business receptions, but you will also want to grow the depth of your organization by presenting at business building seminars.

The first step to running a successful BBS is to call the leaders in your downline and invite them to not only attend the meeting, but also invite prospects themselves. This way, you will have multiple leaders identifying the next wave of top prospects to hear you present the products and opportunity. Every one of your downline leaders will use this opportunity to strengthen their own downline, which will inevitably strengthen your network and your income.

If you are going to host a successful BBS, make sure **at least 100 people** are invited. As a general rule, about half will accept and the other half will decline. Even after you have received an acceptance, place another follow up call to let them know how excited you are they are showing

ALPHAY

MEETING FORMATS

up. If you don't follow up with this call, you will see people not show, even if they said they would attend.

A few key considerations as you plan your open hotel meeting:

- Read the BBS literature provided in the *Alphay Ecosystem* for complete coverage on how to conduct a meeting.
- Work as a team with your downline leaders. Even if you're the one presenting, you need to make them look like rock stars to the people they invited. Make a plan that gets everyone involved. Have a leader with a strong turnout of invites give you a warm introduction to the crowd.
- **Use the resources provided to you.** We've got all the tools you need to get people listening; don't skimp on what the *Alphay Ecosystem* gives you to make this a success.
- Make sure your presentation tools are working before people will arrive. If you go to play a video and the sound quality is terrible or the video resolution looks like it came from the 90s, people will leave. Remember, you are here to change lives and you cannot afford any distractions.
- When someone asks a question, answer like a leader. Be confident and proud of what you do. Don't use too much industry jargon, or you'll turn away newcomers.

- If someone is walking by and looks curious, invite them in!
- Reach out to the corporate Alphay office to see if there is a strong upline leader in the area who may want to help out.

REGIONAL SEMINAR

Regional seminars are larger and combine multiple areas within a region into a single, exciting event. These multi-day events are the perfect opportunity to work with your downline to invite those whom you think have the potential to become true standout entrepreneurs. At regional seminars, attendees will witness the true power of network marketing, and the ability this opportunity has to motivate the masses.

Discuss seminars with your upline mentor to learn more about events in your region and how you can get involved.

NATIONAL CONVENTIONS

Education, training, recognition and rewards—all on the biggest stage. National conventions are the culmination of all the hard work and dedication you and other entrepreneurs like you have put into Alphay. Our conventions last multiple days and are full of exciting seminars that will help you grow your abilities and exponentially increase your rate of success.

Everyone who is serious about seeing their Alphay business flourish is at our national conventions. Proven strategies

ALPHAY

MEETING FORMATS

are articulated in meaningful ways that you can take home and apply to your business. Inspiring keynote speakers will address important, targeted topics and empower you to do anything you set your mind to. Networking opportunities will give you the social connections you need to make critical business contacts. Our national conventions can change your business and change your life—make it a priority to attend.

LEADERSHIP

BUILDING BLOCKS

The *Alphay Ecosystem* creates leaders every day. Remember, people who lead aren't born that way; they are people who put time and energy into using the proven tools they're given. Becoming a leader is a choice and a commitment. Those who become leaders at Alphay will move their lives forward, accomplish their goals and realize their dreams. Quite literally, people from all backgrounds and all walks of life have immersed themselves in Alphay and become powerful, successful leaders. If you're ready to take that next step and cultivate your own leadership skills, then it's going to take some work, and we promise it will be worth it.

“Cherish your vision and your dreams as they are the children of your soul; the blueprints of your ultimate achievements.”

– Napoleon Hill

ATTRIBUTES OF A LEADER:

- Honors their commitments to others
- Defines and focuses on their dreams
- Makes serious long and short-term goals
- Develops a personal product story
- Hands out product samples daily
- Shows the plan at least 15 times a month
- Becomes an Alphay All-Pro
- Follows the Alphay *Pattern of Success*
- Coaches their downline every week
- Regularly seeks counsel with their upline
- Attends local, regional and national events and conferences
- Reads daily for professional and personal edification
- Acts responsibly and with integrity
- Lives according to the golden rule
- Builds relationships on trust
- Never passes negatives down or cross line
- Works hard to become a great promoter
- Leads by example
- Creates leverage for others
- Finds opportunities to mentor and motivate

LEADERSHIP BUILDING BLOCKS

- Serves with gratitude
- Shows up early and leaves late
- Embraces Alphay products and uses them daily
- Builds and maintains a strong customer base
- An active listener and remains coachable at all levels of success

Becoming a leader is more than a title; it's a way of life. It affects your goals and ambitions, and it certainly affects how others see you. Embodying these leadership traits is a lot of work, but if you put your mind to it you will succeed. As a leader, you will find that you attract, and are attracted to, like-minded people with similar values and ambitions. You will begin to see your business strengthen from the inside and your success will become more sustainable.

Alphay leadership is for those who are genuine, passionate, proactive and disciplined. It is for those with a vision for a better tomorrow, and the drive to see that vision become a reality. If you have what it takes to become a leader, then fully plug yourself into the *Alphay Ecosystem* and read the attributes of a leader every day. Make an attributes list and put it someplace you'll see it everyday. Choose a few attributes you would like to focus on and make them the background screen on your phone, tablet or computer. Write sticky notes, set reminders—do whatever it takes to go from reading attributes in a list to living them everyday. It's your life; if you want to take it to new heights this is how you get there.

ALPHAY CONSTITUTION

At Alphay, we realize that how we govern ourselves has a direct impact on the lives of millions of people around the globe. We want every experience with Alphay to be as positive as the products and opportunity we offer, and that's why we've created our own Constitution. It is **the foundation for what we do, how we act and how we treat others**. If, at any time, you are unsure whether an action, goal, commitment or attitude is an appropriate representation of Alphay, please reference our Constitution, and counsel with your upline if you have any further questions.

THE THREE CARDINAL RULES

01 | **Never do anything for the first time without checking with your upline mentor.**

Consistency and duplication is key to the success of Alphay, and to your own individual success. Your mentor has been in your shoes before and can tell you if an action or a message fits within the Alphay Corporate identity and the *Alphay Ecosystem*.

02 | **Do not interfere with anyone's personal life.**

Whether you are communicating with a prospect, customer or fellow entrepreneur, it's important that you not criticize or question anyone's spouse/family, ego, finances, politics, religion, etc.

03 | **Never pass a negative downline or crossline.**

If you encounter an unfortunate, negative situation in your business, immediately counsel with your upline mentor.

ALPHAY CONSTITUTION

THE FOUR CORE PRINCIPLES

01 | **Honesty and Integrity**

We are honest about every product and all aspects of the opportunity.

02 | **Accountability**

We operate with complete transparency and are responsible for our actions.

03 | **Humanity**

We exist to create healthier, happier lives around the world.

04 | **Excellence**

We strive for excellence at all times and in all things.

THE FIVE POWERS

01 | **The power of the spoken word**

Your voice is one of the most profoundly effective tools you have. It is what you use to tell your own story and inspire others to create their own. It is important to use this tool wisely, and always think before you speak.

02 | **The power of forgiveness**

Unity and forgiveness go hand-in-hand; the strength of the whole depends on the ability of individuals to treat others with compassion. When other people make mistakes, just as you will, be quick to forgive, slow to judge and ready to teach and help at the moment's notice—these are all attributes of the strong.

03 | **The power of gratitude**

In personal, social and professional life, those who show gratitude for what they have and the opportunity they

have been given are those who find the greatest happiness. Appreciate what you have and take the time to express it to others.

04 | **The power of example**

Alphay is founded on the premise that the greatest health and happiness in life are achieved by finding balance in all things. You will achieve balance in your own life only if you strive to become an example to those around you of a true team player who uses their voice and their talents to do good to others and show gratitude for all they have. Be an example of the positive traits you would like to see in others.

05 | **The power of unity**

Unity represents teamwork, and teamwork is one of the most powerful forces on earth. When we work together, we can accomplish anything. Alphay thrives on collaboration and the efforts of the whole. An opportunity to work with and uplift others is always an opportunity to reap great rewards within your own business.

KEY COMMUNICATION PROTOCOLS

There are two key functions to communicating within your organization:

01 | **Mentoring and motivating your downline**

02 | **Counseling with your upline mentor**

As you engage in each of these two activities, please note that your upline is just as invested in you and your success as you are in the success of your downline. Clearly communicated, distinct roles are critical to everyone's

ALPHAY CONSTITUTION

ability to take advantage of the leverage they're given and create strong models of duplication. Concerns and challenges you are having should only flow up. You will find the problem solving you are looking for by counseling with your upline. Conversely, you will cause unnecessary disruption of your own business if you let it flow down.

There are two key concepts that form communication throughout Alphay Corporate:

01 | Ideas emerge from the ground up

02 | Implementation comes from the top down

The best, most relevant ideas invariably come from the real experiences of “boots on the ground.” Listen closely to the needs, concerns and success stories of your downline. A challenge faced in the field is an opportunity for us to **solve the problem head on and duplicate the resolution**, thereby strengthening the *Alphay Ecosystem* and the company as a whole. If you see a need for change or have had success implementing a particular solution, pass it on to your upline.

Leverage through duplication is the foundation to our success; it's essential that all programs, procedures and protocols be implemented from the top down to ensure it reaches the masses.

NOTES

NOTES

NOTES

"Education is the key to unlock the golden door of freedom."

– George Washington Carver

CONTACTS

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APR
2015

*“To be wronged is nothing, unless you
continue to remember it.”*
-Confucius

I'm an **AI-Pro** this month.
Enlighten. Empower. Encourage.




SUN	MON	TUE	WED	THU	FRI	SAT
			1 April Fool's Day	2	3 Good Friday	4
5 Easter	6	7	8	9	10	11

12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY
2015

“The weak can never forgive. Forgiveness is
the attribute of the strong.”
—Mahatma Gandhi

I'm an **All-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9

10	Mother's Day	11	12	13	14	15	16
17		18 CA Victoria Day	19	20	21	22	23
24/31		25 US Memorial Day	26	27	28	29	30



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13

14	15	16	17	18	19	20
21 Father's Day	22	23	24	25	26	27
28	29	30				



SUN	MON	TUE	WED	THU	FRI	SAT
			1 OK, Canada Day	2	3	4 US Independence Day
5	6	7	8	9	10	11

12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUG
2015

“Be more than a father, be a dad. Be more than a figure, be an example.”
-Steve Maraboli

I'm an **All-Pro** this month.
Enlighten. Empower. Encourage.


SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8

9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

“Most people don’t accept that they are
an influence either improving or
damaging others.” -Richelle E. Goodrich

SEP
2015

I'm an **AI-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7 US Labor Day Ok Labour Day	8	9	10	11	12

13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*"If you are not an exception,
try to be the example."*
-Rhythm

OCT
2015

*I'm an **All-Pro** this month.
Enlighten. Empower. Encourage.*



SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10

11	12 US Columbus Day OK Thanksgiving Day	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11 US Veterans Day CA: Remembrance Day	12	13	14

15	16	17	18	19	20	21
22	23	24	25	26 US Thanksgiving Day	27	28
29	30					



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12

13	14	15	16	17	18	19
20	21	22	23	24	25 US Christmas Day CA Christmas	26 CA Boxing Day
27	28	29	30	31 New Year's Eve		

“Be attached to nothing. Be grateful
for everything.”
—David Che

I'm an *AI-Pro* this month.
Enlighten. Empower. Encourage.




SUN	MON	TUE	WED	THU	FRI	SAT
					1 US New Year's Day CA New Year's Day	2
3	4	5	6	7	8	9

10	11	12	13	14	15	16
17	18 US Martin Luther King Day	19	20	21	22	23
24/31	25	26	27	28	29	30

FEB
2016

“If you don’t build your dream, someone else
will hire you to help them build theirs.”
—Dhirubhai Ambani

I'm an **AI-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10 Ash Wednesday	11	12 Lincoln's Birthday	13

14	15 US Presidents' Day	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MAR
2016

“The successful warrior is the average man,
with laser-like focus.”
—Bruce Lee

I'm an **AI-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12

13	14	15	16	17	18	19
20	21	22	23	24	25	26
					Good Friday	
27	28	29	30	31		
Easter						

APR
2016

*“All our dreams can come true if we have
the courage to pursue them.”*
-Walt Disney

I'm an **AI-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
					1 April Fool's Day	2
3	4	5	6	7	8	9

10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY
2016

*“We become what we think about most of
the time, and that’s the strangest secret.”*
—Earl Nightingale



*I’m an **AI-Pro** this month.
Enlighten. Empower. Encourage.*

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8 Mother's Day	9	10	11	12	13	14

15	16	17	18	19	20	21
22	23 CA Victoria Day	24	25	26	27	28
29	30 US Memorial Day	31				

JUN
2016

“The No. 1 reason people fail in life is because they listen to their friends, family, and neighbors.” -Napoleon Hill

I'm an **All-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11

12	13	14	15	16	17	18
19 Father's Day	20	21	22	23	24	25
26	27	28	29	30		

JUL
2016

*“Always bear in mind that your own
resolution to success is more important
than any other one thing.”* -Abraham Lincoln

I'm an **All-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 US Independence Day	5	6	7	8	9

10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13

A sample a day.

14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

A sample a day.

SEP
2016

“Success is walking from failure to failure
with no loss of enthusiasm.”
-Winston Churchill

I'm an **All-Pro** this month.
Enlighten. Empower. Encourage.



SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 US Labor Day Ok Labour Day	6	7	8	9	10

11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



I'm an **AI-Pro** this month.
Enlighten. Empower. Encourage.

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8

A sample a day.

9	10 US Columbus Day OK Thanksgiving Day	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31 Halloween	25	26	27	28	29

A sample a day.

2015

CALENDAR YEAR

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

September						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

March						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

November						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

“Dreams come true. Without that possibility, nature would not incite us to have them.”

– John Updike

2016

CALENDAR YEAR

January						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

September						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

March						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

November						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

“If you chase two rabbits, you will lose them both.”

– Native American Saying

PERSONAL TREE

“You can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.”

– Steve Jobs





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