



# Partner Opportunity Plan

*Create fair, dignified jobs for women globally AND earn extra income for your family.*

TRADES *of* HOPE





# Every woman deserves a MEANINGFUL, PURPOSEFUL LIFE!



Hello! Trades of Hope co-founders, Gretchen and Elisabeth here! As a mother-daughter team, we created Trades of Hope after learning about the atrocities women face around the world (and the U.S.). The lack of jobs for women forces mothers to give up their kids to orphanages, increases women's risk of being trafficked, and keeps them in cycles of global poverty.

We've traveled the world to listen to these women (*pictured above*), and they've told us:  
**THEY DON'T WANT CHARITY. THEY WANT AN OPPORTUNITY.**

But to create *long-term* opportunities, we need to offer sustainable, consistent work for our Artisans. And in order to do that...**WE NEED YOU. AND WE NEED TO PAY YOU.**

When you become a Partner, the more you sell and the more women you bring on as Partners directly correlates to more work a woman has to lead her family out of poverty. But we know your life is so full. And, honestly, we want you along for the long haul. So, this Opportunity Plan allows YOU to earn some extra income for YOUR family as well. This creates a long-term beautiful dignified business relationship between you and our Artisans.

Thank you for your heart to create opportunities for women to lead their families out of poverty and human trafficking! We hope to see you in our online Partner group soon!

xoxo, Elisabeth + Gretchen



# Opportunity Plan

Everything you do makes a difference in the lives of real women, mothers, and survivors of human trafficking around the world!

Choose to build your business and rise in rank YOUR way! Choose Route 1 if you prefer to rise in rank exclusively through your personal sales! Choose Route 2 if you love connecting with people and want to build a team! Rising in rank is a win-win that benefits both you and your Artisan partners!

RANK	ROUTE 1:		ROUTE 2:		COMPENSATION %					
	QV	QV	GQV	Qualified Branches	% Paid Jewelry PRV	% Paid All Other PRV	1st Level	2nd Level	3rd Level	Team Bonus
Partner					25%	20%				
Qualified	1,000 lifetime	1,000 lifetime			25%	20%				
Lead	1,500	300	1,500	1	25%	20%	4%			
Advanced	2,000	300	2,000	2	28%	23%	4%	2%		
Master	5,000	500	5,000	4	29%	24%	4%	2%	1%	
Manager	7,500	750	10,000	6	30%	25%	5%	3%	1%	
Senior	10,000	750	25,000	8	31%	26%	6%	4%	2%	
Director		1,000	45,000	10	32%	27%	7%	5%	3%	1%
Executive Director		1,000	95,000	12*	34%	29%	8%	6%	4%	1%
National Executive Director		1,000	150,000	14*	35%	30%	9%	7%	5%	1%

**You get paid at least 20% - 25%** on all commissionable sales (25% on jewelry, 20% on everything else). You earn **5% less** on sales of products that are on sale (their prices always end in ".99").

\*The Single (Max) Branch Contribution towards Executive Director and National Executive Director cannot exceed 50% of the minimum requirement.

**\$350 Bonus:** For Paid-As Directors or above, when you have a Paid-As Director on your team.

**\$650 Bonus:** For Paid-As Executive Directors or above, when you have a Paid-As Executive Director on your team.

**\$950 Bonus:** For Paid-As National Executive Directors or above, when you have a Paid-As National Executive Director on your team.

Generation Bonuses are paid up to your Paid-As Rank. (EX: If a Director has an Executive Director on her team, she receives \$350 for an Executive Director, not \$650.) Generation Bonuses are paid for Directors only in your 1st, 2nd, and 3rd Levels.



LET'S TALK

# Compensation

## Commission: Your Personal Sales

Your personal sales include commissionable purchases YOU and YOUR CUSTOMERS place through your website, pop-up link, or event. (*Your personal sales are sometimes called PRV.*)

- **You get paid 20% - 25%** on all commissionable sales. (25% on jewelry, 20% on everything else.)
- You earn **5% less** on sales of products that are on sale (their prices always end in ".99").
- Your commission will be deposited into your Sky Wallet **the next business day!**

### BONUS %!

You may receive MORE than 20% - 25% on your personal sales! This is determined by your Paid-As Rank at the end of the month. (See the chart on page 3 to find out if you qualify!)

**Commissionable sales** are any purchases that are not business supplies or Pop-Up Rewards. Purchases in the Partner Store are commissionable sales (excluding business supplies).

**Personal Retail Volume (PRV):** You earn a PRV point for every dollar you sell and every dollar you shop in COMMISSIONABLE sales. PRV measures your personal sales commissions.

Any additional bonus percentages are deposited into your Sky Wallet within the first week of the calendar month for activities in the previous month.

### Meet Clivia

"I come from one of the most dangerous areas in Haiti. I cannot imagine what life would be like without my work. I'd have to depend on the help of others. I love when I hear there are new orders and that I'm able to come to work the next day! Trades of Hope and this Artisan community have helped by providing jobs!"





LET'S TALK

# Compensation

## Commission: Your Team's Sales

You may qualify for commissions on your team's sales! This is determined by what your Paid-As Rank is at the end of the month.

On page 3, see the chart to learn if you qualify for commissions on your team's sales and what percentage you'll earn!

### Your Team Sales:

Your "team" is the Partners YOU sponsor (they became Partners on your website) AND everyone THEY sponsor.

Your "team's sales" include purchases made by your TEAM and THEIR CUSTOMERS.

You're paid commissions on your **1st Level** (Partners YOU sponsor personally), **2nd Level** (those sponsored by your 1st Level), and **3rd Level** (those sponsored by your 2nd Level).\*

Team Sales Commissions and Bonuses are deposited into your Sky Wallet within the first week of the calendar month for activities in the previous month.

## Team Bonuses for Directors

To reward the beautiful support that Directors give to their teams, **Paid-As Directors receive an additional 1%** on their team's sales (including their personal sales). This includes her team members up until her next Paid-As Director.

## Generation Bonuses for Directors

- **\$350 Bonus:** For Paid-As Directors or above, when you have a Paid-As Director on your team.
- **\$650 Bonus:** For Paid-As Executive Directors or above, when you have a Paid-As Executive Director on your team.
- **\$950 Bonus:** For Paid-As National Executive Directors or above, when you have a Paid-As National Executive Director on your team.
- Generation Bonuses are paid up to your Paid-As Rank. (EX: If a Director has an Executive Director on her team, she receives \$350 for an Executive Director, not \$650.)
- Generation Bonuses are paid for Directors only in your 1st, 2nd, and 3rd Levels.

\*Level and bonus commissions are based on 70% wholesale because approximately 30% of the retail value has already been paid out in commissions.



LET'S TALK

# Rising in Rank

## "What is a Rank?"

Your Partner Rank marks growth milestones along your Trades of Hope journey. You have 2 types of ranks:

### Paid-As Rank:

This is the rank that you qualify for during one calendar month, and you are compensated at that rank for that particular month.

### Lifetime Rank:

This is the highest rank that you have qualified for since becoming a Partner. You are recognized at this rank within the company.

## "How is my business measured?"

We measure the growth of your business and how you rise in rank each month in 3 areas:

### QV - Qualified Volume:

You earn at least one QV point for every dollar you sell and every dollar you shop (sometimes more!), including non-commissionable sales! This determines your Paid-As Rank (not your compensation).

### GQV - Group Qualified Volume:

You earn a GQV point for every dollar your team sells and shops.

### Qualified Branches

A Branch is a Partner you have personally sponsored + a Partner she sponsored. A branch only needs to sell \$300/month to "qualify."

### Every Sale Matters!

\$300 is the Qualified Branch amount because it's important to Trades of Hope's founders that whether you sell a lot or a little, you are celebrated! (\$300 is less than 1 average pop-up!)

*You can see a running total of all these metrics on your dashboard in Hope Central!*



# LET'S TALK Rising in Rank

## Choose How YOU Want to Rise in Rank.

Choose **Route 1** if you prefer to rise in rank exclusively through your personal sales!

Choose **Route 2** if you love connecting with people and want to build a team!

### Rank Route 1: Personal Sales Only

Selling is the most important element of Trades of Hope. When you sell products, Artisan Partners have the work that they need. If you don't want to have a team, or it just hasn't taken off yet, don't worry! You can use your Personal Sales alone to promote up to the level of Senior.

All you need to rise in rank this way is...

1. **QV:** You at least earn a QV point for every dollar you sell and every dollar you shop (sometimes more).

On page 3, see the **QV column** under "Option 1" for the requirements for each rank.

#### If applicable:

When you rise in rank due to your QV, you still get paid the additional percentages on your personal sales AND commission on your 1st, 2nd, and 3rd levels, regardless of your GRV.

### Rank Route 2: Personal Sales & A Team

By building a team, you create a wave of community, influence, and more consistent, sustainable work for our Artisan Partners!

The following 3 areas are considered to rise in rank with a team:

1. **QV:** You earn at least one QV point for every dollar you sell and every dollar you shop (sometimes more!)
2. **GRV:** You earn a GQV point for every dollar your team sells and shops.
3. **Qualified Branches:** A Branch is a Partner you have personally sponsored + a Partner she sponsored. A branch only needs to sell \$300/month to "qualify."

On page 3, see the **QV, GRV, and Qualified Branches** columns under "Route 2" for the requirements for each rank.



# YOU WILL Touch Lives

Every sale and every Partner you sponsor makes a direct impact in the lives of women, mothers, and human trafficking survivors around the world. Listen to the impact our partnership with Pooja, in India, has made:

"My work gives us a regular and steady income. It gives us a sense of job security... and that's what Trades of Hope has provided... a sense of job security. Without worrying, I'm able to support my family and most importantly, pay for my brother's education. One of the most important things I've learned as a person is to stand for myself and work with dignity."

*Meet Pooja*



## Roll Ups

When a Partner who has sponsored other Partners is deactivated or does not have at least one month of \$300 in Personal Sales 12-month period, all of the Partners on her team will permanently roll up one level, to the next Partner who has had a least one month of \$300 in Personal Sales in the past 12-month period. There is an annual review based upon prior calendar year's activity. The Partner is still considered active and will continue to earn commissions on any Personal Sales.

## Deactivations

Unlike many companies, Trades of Hope does NOT have any monthly sales requirements. In order to maintain your Partner account, Trades of Hope requires any amount of Personal Sales within a 12-month period.



# Doing Direct Sales Differently

## No Sensationalized Language & You Define Success

Sensationalized language is a direct selling tactic we avoid. We lead with transparency and the belief that healthy progress is always more beneficial and realistic than unsustainable “skyrocket success.” We make no guarantee of any level of success or income. Some Partners enjoy a little extra cash. Some Partners have replaced salaries. Some women join us simply to receive discounted products. Others create jobs for women by selling and earn some extra cash.

## No Inventory or Mandatory Expenses

There is no requirement to purchase inventory in order to sell and earn an income. In fact, our Partner policies prohibit this practice. While there is no requirement to invest in the following expenses, some of the expenses Partners voluntarily choose to elect are a Technology Suite, product samples, outside training (in addition to our free tools), travel, telephone, internet, etc.

## Why does Trades of Hope use the direct selling business model?

Every company pays for marketing: advertising, PR, promoted posts, commercials, influencers, etc. We'd rather pay a woman from her sales, who wants extra cash and loves our mission. This is how we choose to market, which has led to exponential growth and wider advocacy for our Artisans. We use the direct selling business model because we want to help as many women around the world out of poverty as possible. Our Partners create a higher demand for our Artisans' products, which increases our Artisans' income exponentially. Our Artisans are aware of our direct selling business model and often send messages of thanks to our Partners.

**What is the difference between a “pyramid scheme” and a legal direct selling company?**

- Pyramid Scheme: Often don't offer a real product or sale of value to the end customer.
- Trades of Hope: Our exclusive line is priced according to market value and could exist outside of a direct selling model. It is in line with FTC requirements.
  
- Pyramid Scheme: Compensates people for recruiting new representatives.
- Trades of Hope: A sale must be made in order for anyone to receive compensation.
  
- Pyramid Scheme: Require large upfront fees & large amounts of inventory.
- Trades of Hope: Partners can join by purchasing join collections at a low cost. We discourage Partners from buying large amounts of inventory.
  
- Pyramid Scheme: These are illegal.
- Trades of Hope: As a member of the Direct Selling Association (DSA), Trades of Hope helps eradicate pyramid schemes in the US. DSA is a 3rd party regulator of our work.

To learn more about Pyramid Schemes, [check out this Forbes article.](#)