

Philosophy behind the Marketing Plan

To be successful in the market place globally and to make your mark as a company, you obviously have to have the complete package and unique ingredients that attribute to success.

Obviously it goes without saying you need a truly great product, if you're going to be globally successful and be a company that is still here in 20 or 30 years from now. To follow that, you have to have the right marketing plan, that enables Distributors to retail a product at an affordable price and to build an organisation that is duplicatable to the many, enabling people to achieve their financial goals and dreams whilst being stable enough to stand the test of time. Apart from timing and the type of industry and profession that a company is part of, probably the other most important ingredient you need is Philosophy, in other words....

THE WHY BEHIND THE HOW!

So let's look at the philosophy behind the Marketing Plan and why it is so unique. Certainly it's true to say, no matter how good your Marketing Plan is, if a company launched tomorrow and they had a cure for cancer or heart disease for example, it wouldn't really matter what your plan looked like, they would be successful anyway.

In other words...**PRODUCT IS EVERYTHING!!**

RETAILING (Retail Rewards Program)

Before we get into how the 2 x 4 Breakaway Ark works in more detail, we have to mention retailing again. Retail is not only the greatest area of income; it's the key and foundation to your business.

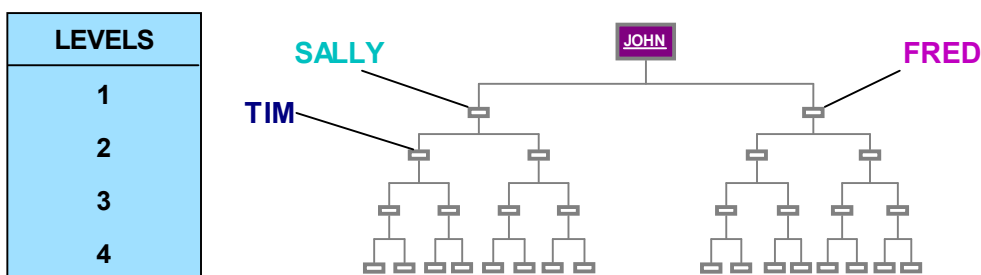
In the Marketing Plan, there is not only the obvious 20% - 40% Retail Profit for Distributors to earn but also many incentives, rewards and recognition for Retailers. There are **Retail Conference Calls** and qualifications that only people who retail can attend, plus a **monthly Retail Recognition** for the top retailer in the company and the top 10 per month. Also to be introduced in the near future, will be a **Retail Rewards Program** where Distributors can receive more accolades and prizes in an **Annual Grand Prize Draw, at our Annual Extravaganza's.**

Besides with the finest quality products in the world, why wouldn't anyone want to sell them! So use the products and get other people using the products and remember....

RETAIL IS KING!

A closer look at the 2 x 4 Breakaway Ark

Example:



In our example on the previous page, John has become a Distributor for Arkworld and in his first week he has personally sponsored 2 Active Distributors. **SALLY** was sponsored first and then **FRED** one day later. However, John then goes out the next day and before Sally has a chance to sign up anyone into the company, John signs up a third person - **TIM**.

Tim is placed underneath Sally, which John doesn't mind because John will earn from Tim and 3 levels below him, (4 levels in all) down to the 5th level in Johns Ark. This would earn John a commission from Sally and Fred of 2, 4, 8 and 16% 4 levels deep, but also an Ark Matching Bonus (which is exactly like commission) of 2, 4, 8 and 16% 4 levels deep from Tim.

Sally and Fred would obviously start recruiting themselves and all 3 together would build their 2 x 4 Arks. Once John has filled the 4 levels up, he then Breaks Away and starts again.

POINT TO REMEMBER...

Some people may say that Sally was really lucky to get Tim in her business for free from above, as John sponsored Tim. Well yes, she was, but John's efforts have given Sally a quick start and a little bit of help. However, the one thing to remember about getting free business from above is that it's down to luck and if there is one thing we all know in life.... **YOU CAN'T RELY ON IT!!**

That's the incredible thing about the 2 x 4 Breakaway Ark, because John can only personally sponsor people down to 4 levels and then once it's full, he has to Breakaway and start again.

So Sally can't rely on John too much, she is going to have to build her own business and although Sally may have received some luck in getting Tim in her business, if she wants to succeed and not just make a few dollars or pounds, but wants to build a business that pays her a part time or full time residual income with financial freedom, Sally is going to have to learn the skills of success and with desire and a willingness to work, retail the product and recruit distributors herself.

REMEMBER - THOSE THAT WORK GET THE PAY!!

Some companies in the last ten years or so have built Matrix Plans that only ever go one way, deep. Distributors, then assume the whole company will be built underneath them and promised lots of free business. Not only do they join for the wrong reason but when they don't receive lots of free business, they quit and eventually the company folds. A plan has to go wide as well as deep and the 2 x 4 Breakaway Ark eliminates completely any of these problems, because just like a Stair-step Break-away plan once 4 levels are full, that's it, you then Breakaway.

There will never be a substitute for good honest hard work, by retailing a product and then recruiting Distributors yourself and teaching them to retail and recruit also.

As Jim Rohn once said...

"Invest a little time, in a lot of people"

Or

'Say less to more people'

The greatest factor about a 2 x 4 Breakaway Ark is that it's the best parts of every plan ever written and more and as it is not a Stair-Step Break-Away, a Binary, Uni-level or a Matrix Marketing Plan, it is completely unique...

So let's take a look at the 4 major marketing plans that have been used by companies in the MLM industry before and why Arkworlds' 2 x 4 Breakaway Ark Marketing Plan is not only better than all of them but ahead of its time in the industry and totally revolutionary in the world today...

1. **Stair-Step Break-Aways** - have a lot of good things going for them and have been the most successful marketing plan in the industry until now, but they have a high drop out rate and most people don't make money quick enough to stick around for the Gold mine at the end of the rainbow. They attract big hitters but the average person on the street doesn't stand much of a chance to become more than they are and earn the incomes that the up line Leader earns. So they drop out rate within the first 3 months is very high.
2. **Binary's** - are an offshoot of the Matrix Plan. They can lead to many regularity problems and you are encouraged to recruit not just people but business centres in a Matrix of people which is very misleading. You end up with 50,000 positions in the company and only about 3,000 to 4,000 actual people who keep buying 2, 3 and more positions each. **They are very disruptive and very misleading.**
3. **Uni-Level** - Marketing Plans have no Breakaways and you end up with a lot of your leadership too deep and as you don't get paid on it, people often can become too frustrated. Also you can end up with a lot of people just using the product to receive a small cheque and with no compression; you end up with a much depleted looking cheque yourself.
4. **Matrix Plans** - These Plans are just too limiting and only go one way - deep. The problem here is if you have a 3 x 3 Matrix for example and your first 2 levels fill up. You then personally sponsor someone and they go on your 3rd level, you can't earn any deeper, or off of their group because your limited to 3 levels deep all the time. Matrixes are very constrictive with your income. Some companies have modified Matrixes that go deeper and as we have said before, people are promised lots of free business which they never get, so Distributors quit and most companies fold.

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Here with our 2 x 4 Breakaway Ark, we have a Marketing Plan that eliminates all of these problems and surpasses anything seen before or used within the industry.

You retail a product and the more you retail the more you earn in discounts and commissions. You then personally sponsor people into your business and teach them to retail and recruit too. Every Distributor you personally sponsor, you earn 4 levels from regardless of where they fall in your 2 x 4 Ark and once you have reached 4 levels deep in your Ark, you Breakaway.

So you sell lots and recruits lots, wide and deep. Learn the skill of promotion and duplication and with honesty and integrity and through hard work and good discipline, you can work your way up **ARKWORLD'S STAIRWAY TO SUCCESS and receive the greatest rewards, bonuses, training, support and recognition any company could possibly give.**

Along with the finest quality products money can buy, strong leadership and an Ark Philosophy or Arkology that has its why in the right place...

This Arketing Plan completes a package second to none...

"A COMPANY OUT OF THIS WORLD AND IN A WORLD OF ITS OWN"



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