

# The Arketing Plan

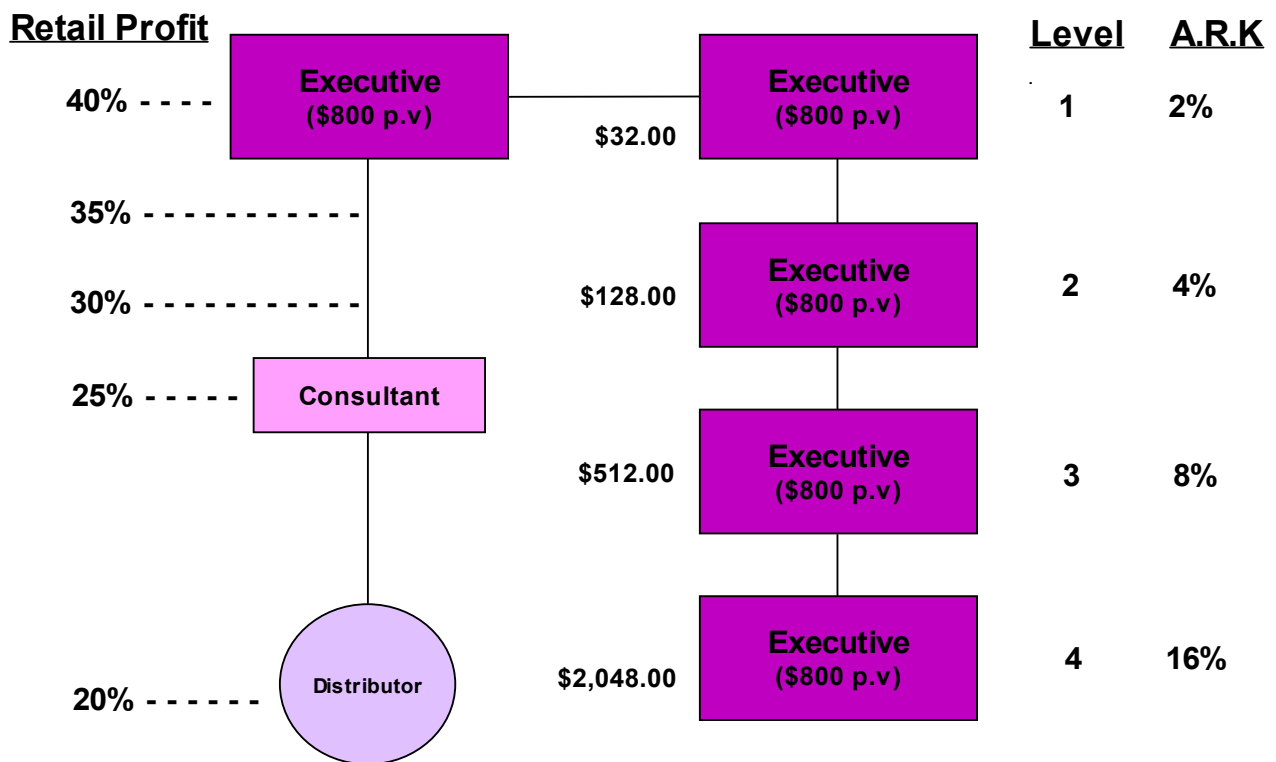
Arkworld's marketing Plan or **Arketing Plan** as we like to call it, is truly a unique marketing plan with something for everyone...

**The 2 x 4 Breakaway Ark** is exclusive to Arkworld and delivers the most exciting Business Opportunity ever devised in the industry. There are 5 areas of income, 7 positions in the company and many commissions, bonuses and rewards open to everyone, all reachable regardless of background or experience.

Following is a brief overview of Arkworld's Arketing Plan, but please see Arkworld's other articles, (**Areas of Income, The Magic of the Breakaway, Arkworld's Stairway to Success, Executive to A Team, Roll Up and The Philosophy behind the Arketing Plan**) for a more in depth look at the magic that is, Arkworld's Arketing Plan, the 2 x 4 Breakaway Ark.

So let's take a look at the Sliding Scale in Arkworld and the Areas of Income by using the Arketing Plan diagram that is used in all the Arkworld Distributor Meetings (A.D.M) around the world.

## Example:



**Total = \$2,720.00 A.R.K or Ark Royalty Points**

**(Total Organisational Volume = 24,000 Points) From 30 people in 1 x Ark built.**

Every person joins Arkworld by becoming a Distributor as shown in the example above, by completing the Registration process and the Arkworld Distributor Agreement. Following this, to become an Active Arkworld Distributor, a person must complete a minimum of \$100.00 pv (personal volume) point order, or 1 x Micro Nutrition 2 Pack (containing 1 x Ark 1 Product and 1 x Ark 2 Product). Following this a Distributor can work their way up the 7 different positions in Arkworld and earn up to 5 areas of income.

**Please see [Arkworld's Stairway to Success](#) for details on qualifications and rewards.**

# Retail Profit

As a Distributor, a person can earn 20% Retail Profit on every product sold as shown in the diagram above. However, they can work their way up to Executive very quickly, where they can earn 40% Retail Profit, which is double the money for the same job. There is also a sliding scale in between these positions, 25%, 30% and 35%. For example, Consultants as shown above would receive 25% Retail Profit and so on....

The position to be at though is the top position in Arkworld which is Executive because not only do you earn 40% Retail Profit as an Executive, but a Distributor starts to earn other bonuses and rewards that can send incomes soaring.

**Executive is the place to be, the only question to ask is, how quick can you get there?**

To qualify as an Executive, you need to achieve 800 pv (personal volume) or 800 tv (total volume) points in one calendar month, or to put it another way, \$800 of business.

**This can be achieved in 4 simple ways:**

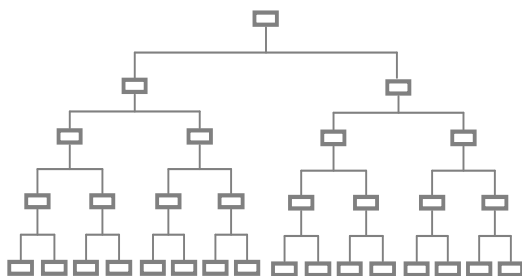
- 1. Purchase an Executive order of 800 pv points at one time, in one calendar month at a 40% discount price.**
- 2. Retail 800 pv points in one month, one customer at a time, (800 points is approximately 10 customers).**
- 3. Personally sponsor 5 Active Distributors into Arkworld each with 100 pv points, totalling 500 gv (Group Volume) points and achieve 300 pv (Personal Volume) points unencumbered yourself, which gives you a total of 800 (tv) Total Volume points.**
- 4. Achieve 500 tv points in 2 consecutive months. (300 points of which must be Unencumbered in both months).**

10 Customers at 40% would make you approximately \$45 / £30 per person = \$450 / £300 total earnings. As a distributor at 20% you would have only made \$22.50 / £15 per retail = \$225 / £150 total earnings. **So as you can see at the Executive position you make double the money for the same job.**

## Ark Royalty Kommission (A.R.K)

From the Consultant position and above you can earn an Ark Royalty Kommission (A.R.K) on one 2 x 4 Breakaway Ark of people. (Please see **Arkworld's Stairway to Success** for qualifications for a Consultant).

**One 2 x 4 Breakaway Ark has 30 people in it and looks like this:**



**Arkworld pays its distributors an Ark Royalty Kommission (A.R.K) 4 levels deep. 2%, 4%, 8% and 16% on the 4th level.**

**However as an Executive you can earn not only from one 2x4 Breakaway Ark, but also on all the others that you build as well, that Breakaway.**

In our original example at the beginning of this article we have made each of the 4 levels Executives.

## The 2 x 4 Breakaway Ark

- With 2 people on your first level both achieving 800 pv points each (about 10 Customers), you would have achieved an organisational volume of  $2 \times 800 = 1600$  volume points. On your first level you would earn 2% of 1600 points, which would give you **\$32.00 in earnings (A.R.K)**
- With 4 people on your second level achieving 800 pv points each (10 customers), your organisational volume would be  $4 \times 800$  points = 3200 points. 4% of 3200 points = **\$128.00 in earnings (A.R.K)**
- 8 people on your third level would give you  $8 \times 800 = 6400$  organisational volume points. 8% of 6400 points = **\$512.00 in earnings (A.R.K)**
- 16 people on your 4th level would give you  $16 \times 800 = 12,800$  volume points. 16 % of 12,800 points = **\$2,048.00 in earnings (A.R.K)**

**So from 30 people in just one 2 x 4 Breakaway Ark with 10 customers each you would earn a total of \$2,720.00 or approximately £1,750.00.**

**However please see 'The Magic of the Breakaway' article to see how this income doubles and trebles when you reach the Executive position in Arkworld.**

## Ark Matching Bonus

Once a Distributor reaches the **Executive position**, he or she is eligible to earn an Ark Matching Bonus. This basically means, as an Executive with 4 or more personally sponsored Active Distributors, you would earn an Ark Matching Bonus of 2, 4, 8, and 16% on 4 levels from any personally sponsored Distributor, regardless of whether they are on your second, third or fourth level.

This enables you to earn up to seven levels deep in your organisation and where these Distributors overlap with your original 2 x 4 Ark your income doubles and trebles.

**(Please see 'Areas of Income' for a full detailed explanation on how this bonus works).**

## Ark Breakaway Bonus

Once a Distributor reaches the **National Expansion Team (N.E.T)** position in the company, he or she would be eligible to earn an Ark Breakaway Bonus. (Please see **Arkworld's Stairway to Success**, for details in how to qualify for N.E.T Team).

This is a 2% Ark Bonus paid every time you build a new 2 x 4 Breakaway Ark with 30 people in each. This is a very exciting area of income because you are rewarded for building your organisation wide as well as deep. **The more Arks you build, the more you will be rewarded.**

## Ark Infinity Bonus

This Bonus is paid to all those Distributors who achieve Director and above in the Arketing Plan. This Bonus is very exciting because you can now earn not just 4 levels or seven levels deep in your organisation, but from everybody underneath you to infinite levels deep.

This can send incomes soaring through the roof!

**2%, 4% and 6% Infinity Bonuses are paid to the top three Leadership Team positions in Arkworld (Director, Millionaires Club and the A Team).**

**(Please see Arkworld's Stairway to Success for details on qualifications for the Leadership Teams).**

Now, when you look at our original example at the beginning of this article again and add in the bonuses to the equation, your income becomes very exciting. **30 people in one Breakaway Ark with 10 customers each achieving 800 personal volume points each = \$2,720.00 / £1,750.00 in earnings.**

However, this would also mean that you would have qualified as a Director in Arkworld, because 30 people x 800 pv points = 24,000 organisational volume points.

### **So as a Director the company would also pay you:**

- **\$480 Ark Breakaway Bonus (2% of 24,000 volume points)**
- **\$480 Ark Infinity Bonus (2% of 24,000 volume points).**

**Total = \$960.00 in earnings.**

If you add these earnings to your Ark Royalty Kommission you receive the following:

**\$2,720.00 + \$960.00 = \$3,680.00 / £2,370.00 in total earnings.**

However this income would end up much higher than this for 2 reasons.

1. Your Infinity Bonus would not just be paid on one 2 x 4 Breakaway Ark, it would also be paid on your entire organisation underneath you, infinite levels deep.
2. Also if you add your Ark Matching Bonus to this income, again it would double and treble your income and enable you to earn up to seven levels deep.

**Your total income that month from just 30 people (with 10 customers each) in one 2 x 4 Breakaway Ark could be a minimum of \$5,000 / £3,225.00 and up to 2 or 3 times that amount.**

**This also explains how important retail is!!**

### **It is totally incredible!**

However many distributors will build not just one Ark, but 2, 3, 5, 10 and even more. For example 10 x Breakaway Arks with 30 people in each retailing approximately 10 customers per month (800 pv), wouldn't give you a minimum of \$5,000 per month, it would be \$50,000 per month and so on.....

**10 Arks built = \$50,000 / £32,000 per month**

**100 Arks built = \$500,000 / £320,000 per month**

There is one more piece of magic that separates Arkworld's Arketing Plan from everybody else in the industry and that is **THE MAGIC OF THE BREAKAWAY ARK**. To fully understand how incredible the Breakaway is, please refer to the article '**The Magic of the Breakaway**'.

**Arkworld's Arketing Plan** is not only incredible, revolutionary, exclusive, but totally unique and pays out more than any other plan in the industry. On top of that it is achievable for everybody regardless of background or experience. Now anyone, anywhere, can earn what they are worth by just taking a few small steps, with a willingness to work and a desire to succeed and achieving the kind of success that usually seems to be reserved for others.

With a product, support system and Leadership second to none, it is no wonder that, Arkworld leads the way and is at the cutting edge of a business revolution set to explode in the fastest growing industry in the world - **"The Wellness Industry"**

**For a closer look at Arkworld's Arketing Plan, please see the other articles on our website or in these Arketing Manual articles.**