



## CHAPTER 4

<b>Getting Yourself Positioned</b>	<b>2</b>
Introduction	2
What is SFM ELITE?	2
SFM ELITE/ELITE+ Positioning	2
The 10-Day Rule	3
Understanding the DEA Commission Program	3



## CHAPTER 4

### GETTING YOURSELF POSITIONED

#### Introduction

Over the next few days, you have an incredible opportunity to take advantage of an exclusive opportunity to participate in the optional DEA Partnership Program.

- This includes access to our full library of archived recordings so you can get as much retroactive benefit as you desire!
- 750 to \$1000 commissions on any SFM ELITE Affiliate referrals you make.

#### What is SFM ELITE?

SFM ELITE is designed to be a powerful first step in earning “top-tier” commissions. We designed this membership to be as potent as possible and it is a recurring annual investment of \$2500 USD (in addition to the \$97 monthly SFM Essential Affiliate Membership). Here are some of the wonderful benefits of our SFM ELITE Affiliate Membership:

- 18 to 24 annual private mastermind webinars with Justin Woolf, Head of Sales. Justin's specialty is illuminating people's innate power so they can achieve their fullest potential. His experience includes building three multi-million dollar businesses.
- Topics vary from marketing and mindset to business strategy.
- DEA affiliate commissions
- Ask your SFM Consultant for more information during your consultation!

**REMINDER:** If you have not already done so, schedule your SFM ELITE Consultation.

Now you'll position yourself to earn significant DEA commissions as well. This is, understandably, a very big decision and you deserve to have all of the information necessary to make an intelligent and informed decision.

#### SFM ELITE/ELITE+ Positioning

Some individuals find this program to be a no-brainer. Others who are getting positioned, may find it's a financial puzzle to be solved. This is a very important decision and one that will have a significant impact on your earnings for a very long time. For some, the additional support, coaching, tools, resources, and training are worth more than the increased commissions.



## CHAPTER 4

One out of two members position at SFM ELITE whether or not their referring affiliate is positioned there. This basically means that, on average, one out of two of your referrals will upgrade to SFM ELITE as well, and you don't want to miss out on those commissions!

**TIP:** Low on cash? It's pretty tough to launch any business without startup capital. Why not work on a "meta-story" to get yourself funded?

### The 10-Day Rule

Like I mentioned, SFM ELITE is not for everyone. In fact, it's really about 50/50. Some people see the potential to earn \$1000 commissions, others don't. Regardless, on average, one out of the two members you refer will upgrade as well. Those commissions are not something you want to miss out on.

**REMEMBER :** You must position at SFM ELITE within 10 days of enrollment with the SFM if you want to earn SFM ELITE "partner" commissions (\$1000 per sale) on your personal SFM ELITE sales. If you position at SFM ELITE 11 or more days after your enrollment with SFM, you earn \$750 commission on each SFM ELITE sale you refer.

Your next step is to connect with an SFM system consultant and get positioned at SFM ELITE before the countdown timer in your back office expires.

**PLEASE NOTE:** Having the opportunity to be authorized to sell DEA and earn 10-40% commissions means you must be positioned at SFM ELITE. In other words, you must be positioned at SFM ELITE in order to earn DEA reseller (25%) or partner (40%) commissions on DEA.

### Understanding the DEA Commission Program

Once you have made your decision regarding SFM ELITE, your next decision will be whether or not earning Partner Commissions is something that appeals to you.

**Partner Commissions:** 40% (+10% 2nd Tier) – Like resellers, "partners" earn increased commissions. However, in this case, a LOT more. "Partner commissions" are paid to resellers who are positioned at the respective DEA membership level within their first 10 days of enrollment in SFM. Once a "partner", always a partner.

**Example 1:** Let's say that you are positioned as a DEA SILVER "partner", a DEA GOLD "reseller" and an SFM Essential Affiliate, which has an incredible digital business system that can be used along with the support of a vibrant community. For a mere \$97 a month, you get your very own marketing system backed by our skilled team of programmers and support staff. This system is designed to accelerate your results and put you on the fast track. However, for over half of our members, SFM Essential Affiliate membership is not enough.



## CHAPTER 4

**IMPORTANT NOTE:** Although there are no additional purchases required to participate in our community, you won't be able to earn 'top-tier' commissions on DEA memberships as an SFM Essential Affiliate. In order to earn top-tier commissions on DEA, you must be positioned at SFM ELITE (or higher.)

**Example 2:** If you are positioned as a DEA BLACK membership partner, you earn 40% on DEA SILVER, DEA GOLD, DEA PLATINUM, and DEA BLACK leads. Let's assume that one of the leads you generate purchases an application, and after speaking with an SFM system consultant, decides to join the community and purchase a DEA BLACK membership package for \$19,999. In this case you would immediately earn \$8000 (40%) in commissions.

Your lifestyle is our business. Thank you for your participation, belief in yourself, and your ability to create a digital lifestyle with DEA.

Don't forget, whichever level you position at now, within your first 10 days, is where you will remain. For example, if you position at DEA SILVER/GOLD now you'll get 40% "Partner Commissions" for life, on any DEA SILVER/GOLD sales you make. If you wait until after your 10-day positioning window to get positioned at DEA SILVER/GOLD, the most you will ever be able to earn on any future DEA SILVER/GOLD sales is 25%. The most you can ever earn on products that you are not positioned at is 10%.

[BACK TO MODULE 2](#)