

# ABOVE AND BEYOND

How Social Referral Marketing™ helps you confidently  
build the income you want, on your terms.



**BEYOND SLIM™**

Fitter. Healthier. Happier.

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## Where Others Stop, We Go Beyond

Whether you're already a Beyond Slim Coach, or you are learning more about the financial incentives that you can earn by sharing Beyond Slim products, we want to make sure you don't confuse the Beyond Slim business model with a "Questionable" Multilevel Marketing company.

It is important to note that Beyond Slim is not a "Questionable" Multilevel Marketing (MLM) company. Unfortunately, some MLM companies have come under increased scrutiny by the media and Federal Trade Commission (FTC) over the last several years because of questionable business practices which ended up hurting people financially.

Beyond Slim's Founder Ray Faltinsky wrote his graduate thesis at Yale Law School on the key differences between a pyramid scheme and a legitimate direct selling company. In 1995, he started and grew a direct selling company to over \$1.2 billion in sales in 22 years.

He understands the legal distinctions in direct selling very well and has created Beyond Slim as a modern "Social Referral Marketing™" company with none of the hallmarks of the pyramids or "Questionable" MLM companies for which the FTC has demonstrated concerns.

He created Beyond Slim as a new paradigm in direct selling to benefit millions of people around the world and has structured it to last for many decades.

On the pages that follow, you'll find some of the key differences between the "Questionable" MLM Model and Beyond Slim's Social Referral Marketing™ model.



## Social Referral Marketing™ – A New Paradigm

Our **Social Referral Marketing™** model is so different than anything else out there in direct selling that we filed for a trademark on it! We created it to eliminate the financial risk that “Questionable” MLM companies put upon their distributors, and to put more financial rewards into the hands of hard-working, part-time Coaches than any other company in the industry.

Yes, there is plenty of income available for the 5-10% who may choose to build their Beyond Slim business on a full-time basis, but the core of our business model is designed to **help the 90% become successful**, and to achieve both of these objectives without hurting anybody.

Read more to learn how Social Referral Marketing truly goes above and beyond anything the industry has seen before, and **addresses 5 of the biggest challenges presented by “Questionable” MLM companies** in today’s marketplace.



## 1 INITIAL PURCHASE REQUIREMENTS

“Questionable” MLM Model	BEYOND SLIM™ Social Referral Marketing™
<p>Often requires or even encourages large initial purchases of inventory or “Business Builder Packs” of \$500, \$1,000, \$2,000 or more in order to earn certain commissions or bonuses.</p> <p><b>The FTC frowns heavily on this.</b></p>	<p>No “Business Builder Packs” at all, and no initial inventory purchases required or encouraged in order to earn any commissions or bonuses.</p>

### *Why we go above and beyond:*

Unlike most of our competitors, **there is no cost to become a Customer in Beyond Slim**, and the only cost to become a Coach and have the ability to earn free product and earn income for a full year is an annual \$99 fee that includes cutting-edge tools for marketing, managing your Customers and training to supercharge your success.

## 2 MONTHLY PERSONAL PURCHASE REQUIREMENTS

“Questionable” MLM Model	BEYOND SLIM™ Social Referral Marketing™
<p>Often requires or expects Distributors to be “Active” each month by personally purchasing \$50-\$300 worth of products to qualify for commissions and bonuses.</p> <p><b>The FTC frowns heavily on this.</b></p>	<p>No personal purchase is ever required to become “Active” or eligible to earn income. The only way to become eligible to earn income is by enrolling Customers who purchase products.</p>

### *Why we go above and beyond:*

Not only do we not require personal purchases to achieve “Active” status, we actually do not even allow Coaches to qualify for any commissions or bonuses based on their personal purchases. Coaches can only become “Active” and qualify for commissions or bonuses when they personally enroll Customers who purchase products. **In Beyond Slim, Coaches cannot buy their way to “Active” status.** The FTC encourages MLM companies to make this standard, yet few follow suit.

Beyond Slim Coaches only purchase products if they want to enjoy the amazing health benefits they offer. And when Coaches have at least 2 personally-enrolled Customers who order from them, they can get up to \$160 per month of products for FREE!

### 3

## LARGE INVENTORY PURCHASES

“Questionable” MLM Model	<b>BEYOND SLIM™</b> Social Referral Marketing™
<p>Often allow Distributors to purchase large and expensive amounts of inventory at the end of the month to “qualify” for certain commissions and bonuses and to increase their title.</p> <p><b>The FTC frowns heavily on this.</b></p>	<p>This fake business practice is not allowed. Coaches are only paid on the first 200 Product Points that a Customer or Coach purchases in a given month.</p>

### *Why we go above and beyond:*

This practice is among the most harmful in the industry, and **we would never encourage a Coach or Customer to purchase more product than they personally need** simply to achieve a rank or bonus. In fact, in order to prevent this bad practice, commissions and bonuses in Beyond Slim are paid on the first 200 Product Points that a Customer or Coach purchases each month. No commissions or bonuses are paid on amounts exceeding 200 Product Points in any month. *This is designed to prevent fake purchases being made by Coaches just to qualify for certain bonuses and commissions and to make sure no one gets hurt financially in Beyond Slim.*

### 4

## NEW CUSTOMER COMMISSIONS

“Questionable” MLM Model	<b>BEYOND SLIM™</b> Social Referral Marketing™
<p>Often pay little commissions, sometimes as low as 5-10% when you enroll a new Customer. This pushes more money to the top of the plan for the top 0.1% who are “Heavy Hitters,” at the expense of the part-time people who are doing most of the work.</p> <p><b>The FTC frowns heavily on this.</b></p>	<p>Pays an industry-leading 50% to Coaches each time they enroll a new Customer for 3 full months. Earn 10-40% ongoing for Customers who continue to purchase after their third month.</p>

### *Why we go above and beyond:*

Our mission is to make a positive impact on the health of millions, and the only way we will get there is by rewarding the part-timers, the 90%, who are doing most of the work. We are here for the long run, looking to support people for whom an extra \$300-\$1,500 a month would make a significant difference. We flip the traditional MLM model on its head in this way, rewarding those people who are doing the most important work, day in and day out. **We believe that by rewarding the 90%, the 10% will prosper as well.**



# 5

## EARNINGS CLAIMS

“Questionable” MLM Model	BEYOND SLIM™ Social Referral Marketing™
<p>Often make unrealistic earnings claims, painting the picture that you can become very rich in a short period of time in their company. These promises are not realistic for the vast majority of people.</p> <p><b>The FTC frowns heavily on this.</b></p>	<p>We will never promise great riches in a short period of time. This is not a get rich quick scheme. We are particularly focused on helping part-time Coaches earn an extra \$300-\$1,500 a month.</p>

### *Why we go above and beyond:*

When making the decision to take on your first, or an additional “side hustle” or “gig,” it’s incredibly important to start on that journey with **realistic expectations**. Yes, you can build a solid, long-term business with Beyond Slim with significant long-term, residual income, but it will require hard work, time and sales to Customers. Beyond Slim is committed to helping people looking for an additional income stream earn a few hundred dollars a month early on in their time as a Coach. From there, your continued success is in your hands, and we’re there to support you every step of the way, working from home, referring Customers to Beyond Slim.





# An Invitation from Ray Faltinsky

## Beyond Slim Founder and CEO

I love the direct selling industry when it's done the right way. Unfortunately, and according to the FTC, many "Questionable" MLMs are not doing it the right way. In the last few years, the FTC has shut down and/or fined several MLM companies hundreds of millions of dollars. And word on the street is that they are looking very closely at several others. I believe Beyond Slim will become the model for what other companies will look to when searching for a compliant direct selling company.

Beyond Slim has been put together the right way. It's Customer focused and designed so that no one can get hurt financially and so that the average person can prosper! We are flipping the industry on its head from rewarding the few "heavy hitters," to rewarding the average person who is making things happen.

Beyond Slim's Social Referral Marketing™ model is a new paradigm in direct selling. Beyond Slim is far different than the "Questionable" MLM companies because:

- ✓ There are no large initial purchase requirements or overinflated "Business Builder Packs" that we encourage you to buy.
- ✓ You never need to make any personal purchases to earn commissions. You can only earn commissions when you enroll Customers.
- ✓ We don't allow you to get "trapped" into making large monthly qualifying purchases to qualify for commissions.
- ✓ We pay you 50% from the product purchases of your personally enrolled Customers from your very first enrollment!! And you can even get your product FREE each month simply by enrolling 2 Customers!
- ✓ We will never mislead you about what you can earn as a Beyond Slim Coach. We will transparently tell you what honest earnings will come from honest work.

We want our Coaches to prosper with Beyond Slim and our Social Referral Marketing™ model. I invite you to take a close look at what we are all about and **join our mission of helping millions of people become fitter, healthier and happier!**

Stay Fit, Healthy and Happy!

A stylized, handwritten signature of the name "Ray" in a cursive script.

Ray Faltinsky

Founder & CEO of Beyond Slim