

Area Director Compensation
Local Area Network Buildout

Objective: Achieve Operational Status
Enroll 11 Section Sponsors
Enroll 25 Category Sponsors
Enroll 100 Featured Businesses

Strategy:
Area Director Enrolls Section & Category Sponsors
City Partners Enroll Featured Businesses

Local businesses have 5 enrollment options as to how their company can be represented within **TheLocalProject**

- 1. Annual Membership – \$99 per year,
- 2. Business Builder LAN Membership - \$99 per month
- 3. Featured Business Membership – \$199 per month,
- 4. Category Sponsorship (Prominent Placement) – \$299 per month,
- 5. Section Sponsorship (Maximum Exposure) – \$399 per month.

These options include varying levels of placement & technology.

Compensation Chart

	Business Membership Options				
	Annual Membership	Business Builder LAN Membership	Featured Business Membership	Business Category Sponsor	Business Section Sponsor
Membership Fee	\$99 Year	\$99 Mo	\$199 Mo	\$299 Mo	\$399 Mo
Setup Fees	100	100	100	100	100
City Partner Monthly CP Income	35	20	40	60	80
Area Director Monthly AD Income	15	20	40	50	60

Operational Status Pay Examples

Area Director Income – Enrolls All 136 Businesses

11 Sections Sponsors 11 x 140.00 = 1,540
25 Category Sponsors 25 x 110.00 = 2,750
Featured Businesses 100 x 80.00 = 8,000
Total - \$12,290.00

\$12,290 x 12 = **\$147,480.00**

Area Director Income – Enrolls All Sponsors

11 Sections Sponsors 11 x 160.00 = 1,540
25 Category Sponsors 25 x 120.00 = 2750
100 Featured Businesses x 40.00 = 4,000
Total - \$8,290.00

\$8,760.00 x 12 = **\$99,480.00**

Area Director Income - Enrolls Only Section Sponsors

11 Sections Sponsors x 160.00 = 1,540
25 Category Sponsors 25 x 50.00 = 1,250
100 Featured Businesses x 40.00 = 4,000
Total - \$6,790.00

\$6,885.00 x 12 = **\$81,480.00**

Area Director Income – No Personal Production

11 Sections Sponsors x 60.00 = 660
25 Category Sponsors 25 x 50.00 = 1,250
100 Featured Businesses x 40.00 =4,000
Total - \$5,910.00

\$5,785 x 12 = **\$70,920.00**

Residuals Impact of Featured Businesses

Personal Production –

Featured Business Enrollments (FB):

Each FB Earns \$80 per month X 12mo = \$960 per year

Every 10 FB Enrollments earns = \$9,600

Every 100 FB x \$80 = \$8000 per month

12mo x \$8000 = **\$96,000 per year**

Team Production -

Each FB Earns \$40 per month X 12mo = \$480 per year

Every 10 FB Enrollments earns = \$4,800

Every 100 FB x \$40 = \$4,000 per month

12mo x \$4000 = **\$48,000 per year**

Featured Business Member Potential

150 Categories X 4 Per Category = 600 Featured Biz’s