

MAC

Marketing Acquired Customer

Southeastern Delivery (Southeastern) is expanding its grocery pick-up and delivery service in cities across America. As it opens these new areas, efforts begin to develop customers through marketing avenues such as personal contact, TV, radio, and local print advertising.

MPB Today (MPB) is the direct marketing arm for Southeastern. MPB affiliates have the option to acquire lifetime profit sharing rights to the customers created by Southeastern on all future purchases, while the company does the advertising, marketing, order fulfillment, payments, and more. Since the company handles everything, affiliates are not required to have any contact with these customers.

Affiliates who participate in MAC receive a commission every time one of the customers assigned to them makes a purchase. This creates a winning combination between Southeastern and the MPB affiliates. While Southeastern focuses on finding customers, MPB affiliates are then able to focus on bringing in people who are looking to develop residual income. This enables both to grow at a much faster rate.

At this time, customers are \$60 each and are yours for life once purchased, as long as you remain in good standing with MPB. There are four levels to participate:

- 1 - \$300 / 5 customers
- 2 - \$600 / 10 customers
- 3 - \$1200 / 20 customers.
- 4 - \$2400 / 40 customers.

Is MAC a Good Deal?

There are no guarantees, but let's look at the averages. According to the USDA's Center for Nutrition Policy and Promotion, the average cost for a moderate meal plan for a family of four in the U.S. is \$771, and a family of 2 is \$533. Also, the grocery online shopping for pick-up or delivery is experiencing approximately 80% customer retention.

*Income Illustration**

Let's say that our customers average \$500 per month, which is less than the national average. During the first 30 days after you are assigned the customer, you receive 5% of all of their purchases, and thereafter 2%... a potential of \$135 for the year if the customers continues this average monthly.

Commissions

As an MPB affiliate, you can have as many other affiliates directly under you as you like (no limited width).

The same applies to your affiliates. The amount you earn is determined by how many levels you are qualified to receive commissions on.

If you have MAC customers under you, and if they refer other customers, you earn the same commissions on them as well. You can earn on up to 8 levels, plus company bonus pools if eligible, according to guidelines.

Here's a feature that makes MAC unique; becoming an *active affiliate* is simply, you need \$200 in personal volume (either through purchase or sales) and you are not required to have any personally sponsored affiliates. Being an *active affiliate* is the only requirement to earn the 2% MAC commissions on as many customers as you would like, which are available on a first-come, first-served basis.

	1st Month	Thereafter
MAC	5%	2%
Customer Creator	\$20	0
Affiliate Down-line Commissions		
1	\$1.00	1/2%
2	\$1.00	1/2%
3	\$1.00	1/4%
4	\$1.00	1/4%
5	\$1.00	1/4%
6	\$.50	1/4%
7	\$.50	1/4%
8	\$.50	1/4%
<i>Leadership Bonuses</i>		
Platinum	\$0.50	1/4%
Diamond	\$1.00	1/2%
*First Month's commissions are paid with the Unilevel commissions at the end of the month in which customer completes their first purchase.		

EARN More By Referring!

In addition to buying customers, you can earn even more, if you choose, by referring others. You can earn weekly and monthly commissions by building a team (see Compensation on MPB Today website for details). Do your own calculations to see the *massive residual income potential* in building a team who participates in the MAC program! Think about having 8 levels, with 1,000's of CUSTOMERS and AFFILIATES, and being paid on them every time they buy their Cap'n Crunch! Now that's a TRUE LIFETIME RESIDUAL!!

MAC Customer Availability

The number of MAC customers available for assignment will fluctuate based on customer procurement, and at times, may not be available. Therefore, these will be assigned on a first-come, first-served basis.

How does the MAC Program work?

MAC is an OPTIONAL program, which an active affiliate may use to help build his/her business by expanding their customer base. Active affiliates may acquire these customers for the rate established by the company at that time. This rate is based on the volume of response generated by the company's marketing efforts.

When an active affiliate acquires customers through the MAC program, they also receive the lifetime rights to earn compensation on these acquired customers, as long as they remain an active affiliate. Compensation is paid according to the MPB Affiliate Compensation Plan, based on orders from the acquired customers. With written company approval, affiliates may enhance their compensation. This can be done by following up with their acquired customers and cultivating relationships in order to share the affiliate opportunity. When doing so, only **company-approved material** should be used.

Can I get a refund if I decide to withdraw from participating?

Marketing efforts are based on actual and anticipated MAC purchases. Due to the limited ability to receive refunds from marketing avenues, such as TV, radio, or print ad companies, Southeastern is unable to offer any refunds. Acquired customers are non-refundable.

What if my purchased customers become inactive? Are these replaced?

Some customers will purchase less than expected, and some much more. Also some may become inactive and then become active again. Therefore, it is important to look at the overall earnings from your MAC customers as a group, and not individually. Due to the process of customer procurement, there are no replacements.

How can the value of participating in MAC be measured?

MAC program can be valued by the purchases made by the acquired customers. In addition, it also includes commissions on any purchases made by THEIR referrals.

Does Southeastern monitor the results of its marketing efforts?

Yes. Southeastern continually monitors the results of its marketing efforts to ensure the desired outcome is being achieved. Also, with the industry in its infancy, it is the perfect time to explore new & unconventional ideas. Southeastern will continue to test and improve its marketing to order to achieve the greatest results. In addition, we will continue to follow-up, knowing that this will be essential in reaching the maximum potential of the marketing acquired customers.

Will Southeastern call the prospect and/or allow affiliates participating in MAC to do so?

Flyers, along with email specials and other specialized marketing, will help drive orders and product volume. Also, personal telephone follow-up can enhance the value of these marketing acquired customers.

Affiliates, who are having success in following up with marketing acquired customers, will provide training through conference calls and webinars. It is anticipated that a large number of successful affiliates will come from the marketing acquired customers, either from themselves or their referrals. This business is a “people” business, and success is created when relationships are made and cultivated. MAC was not created for passive participation, but rather as an opportunity to share the latest & fastest-growing trend in America with prospective customers. In doing so, it is inevitable that a percentage of them will become interested in our affiliate opportunity.

What is a Customer Creator?

It is someone who lives (or is near) a local Hub area and works with Southeastern to create customers for the MAC participants. The marketing materials will be provided by the company.

How do I become a customer creator?

First, you should **live in (or near)** one of our local Hub areas. If you do, send an email to the following email address stating that you would like to be considered as a customer creator. Please include your name, MPB ID# (if applicable), email address, and best daytime phone # and you will then be contacted by the home office. Email creator request to: mac@mpbtoday.com

Why must a customer creator live in a local area?

Because this is about creating local customers and there’s no efficient way to develop a customer over a long-distance.

Is there a fee to become a creator?

No, there is no fee to become a creator.

What does the creator of the customers receive?

The creator receives \$20 per customer from Southeastern Delivery, which is paid on Friday for the previous week.

Does the creator receive the customers that he/she has created?

No, the customers go to the people who have purchased them.

Think of the creator as a “sales” job only.

Does the MAC program replace gathering customers on our own?

No, you can continue to develop customers on your own just as you have been doing.

MAC is simply an OPTION to increase that growth!

How soon are new Hubs opening, and will MAC be offered in these new areas?

New i-Hubs will be opening in a very short period of time. Yes, MAC will be available in all i-Hub areas.

If I create a customer with a MAC coupon, who is it assigned to?

Any customers created with the \$30 discount are assigned by Southeastern to the people who are next in line on the MAC purchased list. As an MPB affiliate, you can create your own customers. However, if the \$30 discount from Southeastern is used, the customer is assigned to the appropriate MAC participating affiliate.

If I purchase 20 customers today, can I purchase an additional 20 customers later?

Yes, you can purchase customers at any time you desire, in whatever increments are available and prudent for you. Again, this is completely optional, and customers are assigned on a first-come, first-served basis.

When do I receive my “marketing acquired customers”?

The marketing acquired customers are assigned within 30 – 60 days after your application is received, accepted, and processed by Southeastern.

When can I start acquiring customers, and where do I send the money?

The customers can be acquired any time you desire. Simply complete the MAC application and send it to the home office with your payment.

Southeastern Delivery, LLC

8812 Grow Drive

Pensacola, FL 32514

Questions?

Email mac@mpbtoday.com

Phone: 850-466-2160

MAC Application -- for MPB ACTIVE Affiliates Only

Southeastern Delivery, LLC · 8812 Grow Drive · Pensacola, FL 32514 · PH: 850.466.2160

First	Last	SS#	MPB ID#
Address			
City	ST / Province	Zip / Postal Code	Country
Phone	2nd Ph	Email	
Sponsor's Name:		Sponsor's Phone # (if known)	

The Marketing Acquired Customer (MAC) program is an OPTIONAL plan operated by Southeastern Delivery (Southeastern) for the Active Affiliates of MPB Today (MPB) to help expand their customer base.

MPB is the direct marketing arm for Southeastern. MPB affiliates have the option to acquire lifetime, profit sharing rights to the customers created by Southeastern on all future purchases, while the company does the advertising, marketing, order fulfillment, payments, and more. Active affiliates may acquire the customers for the rate established by the company at that time. The rate is based on the volume of response generated by the company's marketing efforts, and can change at the full discretion of Southeastern. Affiliates who participate in MAC receive a commission when the customers assigned to them make a purchase from the company. Affiliates are not required to have any contact with these customers, since the company handles the marketing/sales activities. However, MAC was not created for passive participation, but rather as an opportunity to share the latest & fastest-growing trend in America with prospective customers. In doing so, it is inevitable that a percentage of them will become interested in our affiliate opportunity. With written company approval, affiliates may enhance their compensation by following up with their acquired customers and cultivating relationships in order to share the affiliate opportunity.

I understand and agree with the Terms and Conditions listed below and request enrollment as a participant in this OPTIONAL program at the level indicated below.

- 1 - I must maintain active affiliate status (having \$200 personal volume, either through purchase or sales) with MPB to be eligible to participate.
- 2 - Southeastern will have on-going marketing campaigns to existing customers. However, there is NO guarantee of any re-peat sales from these customers.
- 3 - Marketing campaigns are run at Southeastern's sole discretion, regarding the location, frequency, and type.
- 4 - Once my customers are assigned to me, they are mine even if they should upgrade to an affiliate. as long as I remain in active status.
- 5 - There is no replacement of customers based on active/inactive status.
- 6 - This is an OPTIONAL program that enables Southeastern to facilitate marketing efforts based on MAC purchases, and therefore offers NO refunds.
- 7 - Commissions are 5% of customer purchases for the first 30 days after assignment, and 2% thereafter.
- 8 - Commissions, for the preceding month, are paid by the 15th of the following month.
- 9 - Income illustrations are used for example only and are in no way a guarantee. Income is based solely upon customer purchases at their own will.

At this time, customer assignment is \$60 each and can be obtained in the following increments:

- _____ **\$300 BASIC Pac** – 5 customers assigned to you.
- _____ **\$600 PRO Pac** – 10 customers assigned to you
- _____ **\$1200 LEADER Pac** – 20 customers assigned to you.
- _____ **\$2400 EXECUTIVE Pac** – 40 customers assigned to you

Total Amount \$ _____

*All checks must be drawn on US checking account,
no line of credit or home equity checks.*

I understand and agree that income illustrations contained in any material, are used for example purposes only. I understand that I am an independent affiliate responsible for all applicable state and federal taxes, and that **I am to operate within the regulations of applicant's state/province regarding all parts of this program**, and abide by the Terms & Conditions and the Policies & Procedures of MPB and Southeastern. I will familiarize myself with these policies before presenting this program to others. Failure to do so could result in my termination with MPB and Southeastern. I understand that I may cancel this order within 3 days of the date hereof with no penalty. The amount used to calculate commission is based on the consumer product purchased or sold, not marketing materials.

By signing below, I agree to all of the conditions stated within and will abide accordingly.

Send completed application, along with check or money order, made payable to Southeastern Delivery, LLC, to the address listed above.

X Signature _____ Date _____

Home Office Use Only

Date Rec'd _____ Ck Number _____ Ck Amount _____ Processed by _____