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Dear Executive,

Enclosed is a new paradigm in your Industry, we call it the *Genesis Virtual Office™*. It features complete full featured *Genesis CCM™* Unlimited User Corporate Software and *Genesis OnLine Office™* Corporate Internet/Intranet E-Commerce Website. We can have you fully operational in 2-4 weeks. With this unique program you can have the Image and Presence of the largest, most successful, Companies on the Planet.

If you are like a lot of people that are trying to start up a Business, you soon realize that to increase your chances of success, there are several key things that are paramount to that success. As an example, there are approximately 1800-2000 new Network Marketing Company startups each year. Why do 80% of them fail? Why do companies like Amway, Life Plus, Nu Skin, Herbalife and others seem to continue to grow while smaller startups struggle to even get started?

The answer is different in each situation. However, the majority of failures are due to these two things: Being under financed and the lack of proper internal management. The startup cost for the average company is between \$250,000-\$500,000 when you price everything you need to do it right. To start with, you need a phone system that will handle the call load now and in the future. You need the proper computer equipment and backup systems, Corporate Software that can handle from one to millions of people, Data Management personnel, properly trained Order Entry and Customer Service personnel, Inventory Control and Management, Shipping personnel and someone to manage these systems and personnel. What would that cost you? Now, how many people have that kind of money to get started?

In today's world, if people spend their money to join your company and their time and money to recruit people, they want to know that you, as a company will be there tomorrow, and that their efforts will be rewarded not just today, but in the future. In order to achieve this you have to portray the image of a large successful business to help attract and keep people. Image is very important, but backing that image up is even more important. If checks aren't accurate and don't go out on time, people will leave you faster than you can sign them up. They have all lived through the horror stories, they have all heard the promises that were broken. That's why it gets harder and harder to recruit people unless you can prove to them that you are prepared. You will find that with this program, it is much easier to recruit and keep not just the average person, but also the Top Recruiters in the Industry, once they realize that you had the foresight to make this wise decision.

Why take the chance of ruining your personal credit, your reputation and having thousands of people ready to crucify you. For a small non-refundable setup fee and a service fee for the services provided, Genesis can make you look and operate at a level only a hand full of the most successful Companies enjoy today.

Listed below are some of the features of this program. I have also included a Price Sheet for your review. Call me today and we can have you in business tomorrow.

Sincerely,

**Dennis R. Ashe**

Dennis R. Ashe  
President/CEO

DRA/brf

## ***Genesis Corporate Virtual Office™***

### **Features:**

#### **Software**

- Full Featured Genesis CCM Professional Unlimited User Corporate Software
  - Your choice of 4 different Compensation Plans to choose from:  
( Uni-level, Binary, Matrix, or Stair Step Breakaway, custom plans available at additional cost)
  - New Sign ups
  - Welcome Letter Emails & Auto-Responders
  - Real Time Credit Card Processing
  - ACH eCheck Processing
  - Customer Service
  - Full Genealogy Tracking and Commissions Calculations
  - Direct Deposit Program for paying Commissions & Bonuses
  - Off -Site Data Warehousing Storage and Management
  - Daily Backup of Data with off-Site Storage
  - Shipping via UPS & USPS method of your choice
  - Management Reports and much more...

#### **Web Hosting Server Farm/Customer Service Center**

- Customer Service Center
  - 5 OC3 Lines going into 2 OC48 Lease Lines connected directly to the Internet Backbone
  - 24x7x365 Customer Service on Web Hosting
  - Redundant Servers, Hot Swappable Hard Drives
  - Raid 3 Drive Array, Hot Swap Power Supplies & Backup Generators
  - All Servers are Dual Xeon Processor CPU's

#### **Internet/Intranet E-Commerce Web Site**

- Full Featured *Genesis OnLine Office™* Internet/Intranet E-Commerce Web Site
  - Internet Features
    - About the Company
    - Contact Page (online E-Mail to Company and/or Distributor)
    - Benefits and Testimonials
    - Calendar of Events
    - Newsletter
    - Your Products and Services (descriptions and pictures for each you furnish text and images)
    - Online Signup
    - Welcome Letter Emails
    - Shopping Cart with Real Time Secure Payments Processing for Credit Card or *e-Check* Payments
  - Intranet Features
    - Secure Access to Qualification & Compensation Information by Company Management & Sales People to:
      - View/Download Downline Genealogies
      - View/Download applicable Qualification Information
      - View/Download Commissions
        - Current Month
        - Last Month
        - YTD
      - Calendar of Events
      - Newsletter
      - Products and Services Descriptions and Catalogue
      - Shopping Cart with Real Time Secure Payments Processing for Credit Card or *e-Check* Payments

Auto Ship Orders  
Order Status Reports and Tracking (displaying existing data)  
Business Volume sales information  
Online Personal and Earnings information  
Genealogy Info  
Support Module  
Management Reports of purchases via browser from any location  
Replicator Website (fee based program) Hosting  
Bulk Email to Sales People (optional service, inquire fee schedule)  
Online acceptance of Personal Checks  
Tax by State or Zip Flexibility (outside Tax services, like Taxware optional)  
Customer Service Module  
Windows Media Server for Streaming Audio or Video (optional monthly fee based on bandwidth used)

We take your Product Orders from your Sales People & Customers over the Web, we Process the Payment Real Time, send the order to you or your Fulfillment Center so they can ship the Order, and deposit the funds into your Business Checking account within 24-72 hrs. How can you lose? Call us to discuss your needs and for pricing requirements.

With the *Genesis Corporate Virtual Office™* you can start your Company without the normal \$250,000-\$500,000 start up cost involved, be in business in 2-4 weeks and have the confidence to look and feel like a Corporate Giant. Plus, you don't have to hire as many employees and pay all those benefits.

All you have to do is recruit and train sales people, manage the business, and make money. This is definitely the Wave of the Future, Catch the Wave.

**Genesis Virtual Office™ Price Sheet**

<b>One time Setup/Training Fee</b>	\$40,000.00
2048 Bit SSL Secure Certificate & Setup <sup>1</sup>	\$ 89.95* 1 <sup>st</sup> year
Web Server Setup Fee	\$ 89.95*

\* (payable in advance before website is published)

**Monthly Recurring Fees**

Monthly Management Fee	\$2,100.00 per month minimum
(Administer Corporate/Distributor Data & Websites, calculate and create Commission files. Process Auto Ships, maintain content on HTML Pages (does not include any source code or script programming), Support to Client Management and 1 designated Systems Administrator. Includes 18 hours/mo. of website Maintenance & Support, all hours over that amount are billable at the rate of \$75.00/hour.)	
Corporate Website Monthly Hosting Fee	\$ 260.00** per month
Server Firewall Protection Monthly Fee	\$ 49.95** per month
Corporate Email Host Account Monthly Fee	\$ 29.95***per month

\*\* (Web Server includes Dual 3 GHz Xeon Processors, 12 GB Disk Storage, 50GB of Monthly Transfer, 2 Audio/Video Streams, Shared Firewall, Toll Free 365 Day 24/7 Server Tech Support, additional Shared Server capacities available on request at additional charge, see options below for details. Dedicated Servers are available on request for additional charge.)

\*\*\* (includes 5 Corporate Email Accounts, each with 10 GB of Storage, you can send & receive up to 50MB attachments, built in Spam Filters and Virus Protection. Use Webmail Interface or your favorite email client. Additional mailbox accounts are just \$2.00 per mailbox/mo.)

**Payment Processing Services** (we can help you obtain a Merchant Account if needed)

Credit Card Discount Rate & Transaction Fee	(Quoted & Billed by your Merchant Service Provider)
Credit Card Authorization Attempt	\$ .30 per transaction attempt
(does not include Discount Rate & Transaction Fee charged by your (Merchant Service Provider)	
e-Check Online ACH Check Processing	\$ .25 per transaction attempt

**Distributor Fees**

One Time Signup Fee for each new <b>Distributor</b>	\$ 1.00
Monthly Hosting Fee per <b>Distributor</b>	\$ 1.00 (1-2500 per active Distributor)
	\$ .50 (2501-10,000 per active Distributor)
	\$ .12 (10,001-100,000 per active Distributor)
	\$ .02 (100,001-Infinity per active Distributor)

**Options**

**Custom Programming & Other Services available**

Consulting Services	\$ 150.00 per hour/1 day min.
Design, Review & Revision of Compensation Plan	\$ 150.00 per hour
Custom programming of new applications	\$ 125.00 per hour
Specialized Reports	\$ 125.00 per hour
Graphics Rendering/Flash Design	\$ 85.00 per hour
URL Registration & Administration	\$ 29.95 (covers first 2 years)
<sup>1</sup> SSL Secure Certificate Yearly Renewal & install.	\$ 49.00
Additional Bandwidth Transfer	\$ 1.00 per mo per 1GB of Transfer
<sup>2</sup> Additional POP3 Mailboxes	\$ 2.00 per mo per Mailbox
Secure storage and fast retrieval of archived mail	\$ 5.00 per mo
Corporate Meetings/Onsite Training	\$1,500.00 per day plus Travel/Expenses

Agreement Term is for 2 years with a 60 day written cancellation by either party and shall automatically renew in 1 year increments.

The prices shown above are exclusive of any applicable freight and/or Sales Tax.

The Secure Certificate Fee will be Invoiced separately and is payable before the website is published. At the end of the 1<sup>st</sup> year Client will be Invoiced for the Secure Certificate Fee Renewals.

A deposit of 1/3 of the Setup and Training Fee is due upon signing of the Agreement. An additional 1/3 is due in two weeks from the date of signing of the Agreement and the final 1/3 is due upon publishing of the Web Site. Once the site has been published for use by Client's customers and Distributors, all monthly fees shall commence.

All other setup fees are due upon implementation (Web Site Hosting, Merchant Registration for Automated Funds Transfer, URL Registration, Secure Certificate Application, Etc.).