



Road to Success

Name: _____

My Jump Start Dates: _____ to _____

Welcome!

Welcome to Color Street!

Since our launch in June 2017, our Stylists have taken Color Street to new heights that were beyond my wildest expectations. I am overjoyed by the amount of enthusiasm, dedication, and professionalism that has been shared by Color Street Stylists across the country.

I would like to thank you, our Stylists, for your hard work and dedication during this period of incredible growth. Your commitment to our culture of empowerment and integrity is a true inspiration and a testament to the entrepreneurial spirit of Color Street.

The road to success is awaiting you!

#BeColorful #BeBrilliant #BeColorStreet



Fa Park
Founder & President



MADE IN USA

Color Street is proudly made in America. We love our country and value all those who make it work. Growing American jobs and giving back to our country help make our products even greater!

Your “Why”

You decided to start your journey with Color Street for a reason. What personal goals will drive your success? Create your “Why” and share it with your Sponsor.

Think about your dreams, things you have secretly longed for. What can your business do for you, your family, or the people and causes you care about? Things you would bring into your life if money were no object. Write them down:

Now get a little more specific.

The income I earn in this business will allow me to:

How much I want to earn per month:

How soon I want that income:

How many hours a week I will commit to my business:

My greatest strength that will contribute to my success:

My greatest weakness that could hold me back:

How I will overcome this:

Who I can ask for help and support:

Your “Why” Story

You will share your “Why” story every time you talk about Color Street. Use this outline to capture your story in the most concise and compelling way.

What is your current employment, career, business situation?

What would you like to see change?

How were you introduced to Color Street?

How is your Color Street business going to make a difference?



Compensation Plan Overview

There are ten different ways for a Color Street Stylist to earn money in this Compensation Plan. As each one is cumulative, it is possible to make money in one, a few, or all ten ways.

The Marketing Phase compensates you for your personal sales and rewards you for helping others do the same.

- 1. *Jump Start*
- 2. *Base Retail Commission*
- 3. *Enhanced Retail Commission*

The Leadership Phase pays bonuses on the sales of your team.

- 4. *Enroller Matching Jump Start Bonuses*
- 5. *Enroller Bonuses*
- 6. *Leadership Bonuses*
- 7. *Leadership Depth Bonus*

The Executive Phase rewards you for mentoring other emerging leaders.

- 8. *Team Bonus*
- 9. *Generation Bonuses*
- 10. *Car/Lifestyle Bonuses*

Jump Start

Check your Virtual Office for current goals & rewards.

Base Retail Commission paid weekly
25% of your Personal Volume (PV)

Enhanced Retail Commission paid monthly

Personal Volume (PV)	Commissions on your PV
\$600 to \$1,199	3%
\$1,200 to \$1,799	5%
\$1,800 to \$2,399	7%
\$2,400+	10%

Enroller Matching Jump Start Bonuses
100% Match
on Jump Start rewards earned by Stylists you enroll.



Stylist	Senior Stylist	Team Leader	Director	Senior Director	Executive Director (ED)	Senior Executive (SE)	National Executive (NE)
Rank Qualification and Maintenance Requirements							
BQ	BQ + 2 Qualified Legs + \$2,000 Lifetime GV + \$1,000 GV	BQ + 3 Qualified Legs, including 1 Senior Stylist Leg or above + \$5,000 Lifetime GV + \$2,500 Capped GV	BQ + 4 Qualified Legs, including 2 Senior Stylist Legs or above and 1 Team Leader Leg or above + \$20,000 Lifetime GV + \$7,500 Capped GV	BQ + 5 Qualified Legs, including 2 Team Leader Legs or above and 1 Director Leg or above + \$50,000 Lifetime GV + \$25,000 Capped GV	BQ + 6 Qualified Legs, including 2 Director Legs or above and 1 Senior Director Leg or above + \$150,000 Lifetime GV + \$50,000 Capped GV	BQ + 7 Qualified Legs, including 2 Senior Director Legs or above and 1 ED Leg or above + \$500,000 Lifetime GV + \$150,000 Capped GV	BQ + 8 Qualified Legs, including 2 Senior Director Legs or above, 1 ED Leg or above, and 1 SE Leg or above + \$1,000,000 Lifetime GV + \$300,000 Capped GV
Retail Commissions (Base + Enhanced)							
25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%
Enroller Bonuses							
E1	3%	3%	3%	3%	3%	3%	3%
E2	N/A	3%	3%	3%	3%	3%	3%
Leadership Bonuses							
Level 1	3%	3%	3%	3%	3%	3%	3%
Level 2	N/A	3%	3%	3%	3%	3%	3%
Level 3	N/A	3%	3%	3%	3%	3%	3%
Level 4	N/A	N/A	3%	3%	3%	3%	3%
Leadership Depth Bonuses							
(from Level 5 down to but not including Level 5 of the first downline SD or above)				1.5%	(from Level 5 down to but not including Level 5 of the first downline SD or above)	1.5%	(from Level 5 down to but not including Level 5 of the first downline SD or above)
				Team Bonus			
				1.5% TV		1.5% TV	
Generation Bonus							
Gen 1				3%		3%	
Gen 2				N/A		3%	
Gen 3				N/A		3%	
Car/Lifestyle Bonus							
				\$500		\$750	
\$1000							

Definitions

Bonus Qualified (BQ):

\$300 PV or more in a calendar month.

Group Volume (GV):

The sum of the Stylist's PV + the PV of all Stylists in their Sponsor tree that exists as of the last second of the last day of the monthly commission period.

Lifetime GV:

The sum of the Stylist's GV from the current month and every prior month.

Definitions

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Lifetime GV: The sum of the Stylist's GV from the current month and every prior month.
Capped GV: The monthly GV capped by the 50% Rule, where no more than 50% of Capped GV can come from one leg.
Qualified Leg: A leg with at least one Bonus Qualified Stylist.

Get off to a Jump Start!

Start your engines and prepare to accelerate on Color Street!

Our Jump Start Rewards program is designed to reward Stylists for building their business right from the start. You have the opportunity to earn products, sales aids, and even cash for working this program. Your Jump Start date begins 5 days from date of enrollment to allow you time to get ready for the ride of your life!



Jump Start Goals & Rewards

Your Jump Start Goals	Your Jump Start Rewards
In your first 35 Days — Days 0-35	
Sell \$1,000 PV <i>(plus BQ in the month you hit \$1,000)</i>	JS35 \$50 product credit
Enroll 1 qualified Stylist <i>(and be BQ yourself that month)</i>	JSE35 \$50 product credit
In your first 65 Days — Days 0-65	
Sell \$2,500 PV <i>(plus BQ in the month you hit \$2,500)</i>	JS65 \$75 product credit
Enroll 3 qualified Stylists <i>(and be BQ yourself that month)</i>	JSE65 \$75 product credit
In your first 95 Days — Days 0-95	
Sell \$4,000 PV <i>(plus BQ in the month you hit \$4,000)</i>	JS95 \$150 product credit
Team Leader Time frame: first 4 commission periods <i>(enrollment month plus first 3 full periods)</i>	\$100 <i>(this doubles to \$200 if promotion happens within 3 periods instead of 4)</i>

Plus, when you enroll a new qualified Stylist who achieves the above, you also receive the award if you are BQ!

Additional Information

All Bonus Qualified Stylists are eligible to earn awards based on activity within their first 95 days (start date is considered “day 0.”) If a Stylist meets the requirements, but is not Bonus Qualified in the current month, they may receive the bonus in the next month if they become Bonus Qualified and that award deadline (day 36, 65 or 95) occurs in that following month. The deadline for orders to count for any given day is always 11:59:59 PM Pacific Time.

In addition, whenever a new Stylist receives a Jump Start award, their enroller may receive a matching award if they are Bonus Qualified in the current month. If their enroller is not Bonus Qualified in the month in which the Jump Start award is issued, no enroller portion will be awarded. There is no requirement that one award be earned to be eligible for other awards. A Qualified Stylist must have a start date within the enroller's Jump Start time frame for the bonus listed plus a minimum of \$300 PV within a single commission period (month). This may be during the new Stylist's enrollment month or in their first full month. Please note these 2 periods are not cumulative.

Example: A Stylist's Jump Start period runs through the end of January. They enroll a new Stylist on January 25th. If they have \$300 PV in either January or February (must all be within a single month) they will be considered a “qualified Stylist.” If they do not have \$300 PV within a single month until March or later, they will not count as a “qualified Stylist” for purposes of Jump Start.



Master the Color 10 Success Rhythm

Use this strategy to build a consistent business. Simply share Color Street nail polish strips and the business opportunity with at least 2 people each day, every day.



Connect: Intentionally start conversations! Show off your nail strips and how fun and simple they are. Use social media to share your excitement. Connect with 10 new people per week using your success tracker.



Offer: Use the tools (two-finger testers, prospecting video, social media, Nail Bars, and live events) to introduce Color Street. Offer the opportunity to purchase, attend, host a Nail Bar, or join as a Stylist.



Listen: Follow up and ask specific questions to uncover needs or expose hot buttons. Listen for ways Color Street could fit into the prospect's life as a customer, Host, or Stylist.



Objections: Help potential customers, Hosts, and Stylists see how they can use Color Street to their advantage. Learn how to respond to common objections and be confident in what you're offering.



Recruit & Repeat: Consistently enrolling new customers and Stylists is imperative to a healthy business. Make sure that your new Stylist gets plugged into this success rhythm and continue to generate new interest for your personal business.

Connecting with people is an art that will greatly grow your business. Taking an active interest in other people is the number one way you will find your new customers, Hosts, and team members. Connecting can be done anytime, anywhere, and with anyone. Start looking for things that interest you and intentionally strike up conversations without any expectation of return.

GIVE A COMPLIMENT: If you're out to dinner and you notice that the waitress has a great manicure, why not compliment her? "I couldn't help but notice that your nails look amazing. Do you do them yourself?" You might be surprised that she lights up after the compliment, and continues a conversation.

FIND A COMMONALITY: Places you go to that have like-minded people – such as clubs, sporting events, or school – are great environments to connect. For example, if you're at the gym in the middle of the day, strike up a conversation with the person next to you. You already have something in common – you like to work out. "So, what do you do for work that allows you to work out in the afternoon?" Typically, when you ask this question and start a conversation like this, the person is likely to reciprocate by asking you what *you* do as well. A great response is, "You've heard of Color Street, right?"

ASK QUESTIONS: You're at the park and notice a new family you haven't seen before. "Hi! I don't think I have seen you here before. Are you new to the area?" If you ask more questions, you might find out that you live on the same street, you have common friends, or you work in the same building. As long as you are genuinely interested, these connections often lead to opportunities to share Color Street.

Remember:

- 1. *You can't control the outcome of the connection. Just focus on the action of connecting.*
- 2. *Be prepared with tools or a plan to follow up if appropriate.*

Tips to Successful Connecting

- 1. Smile!
- 2. Practice open and friendly body language.
- 3. Intentionally notice surroundings.
- 4. Be present. Put the phone down.
- 5. Be authentic.
- 6. Take a genuine interest in others.
- 7. Give a sincere compliment.
- 8. Find commonalities with others.
- 9. Ask good questions.

It's time to brainstorm a list of contacts! Use this guide to start compiling your list of friends and acquaintances. Start by writing down the names of everyone you know, and then ask yourself:

- Who do you know that loves getting their nails done?
- Who on your list loves expressing themselves through their personal style?
- Who might be looking for an opportunity to earn extra income?

Having a tough time building your list of names? Here are some keywords to help:

Friends & Family			
aunt	nephew	barber	department store
best friend	niece	body repair	designer
best man	sister	bookkeeper	doctor
bridesmaid	sister-in-law	boss	driver
brother	uncle	business owner	dry cleaner
brother-in-law		cab driver	editor
cousin	Professions	carpenter	electrician
coworker	accountant	cashier	EMS
father	air force	chef	engineer
father-in-law	animal trainer	chiropractor	esthetician
grandfather	appliance sales	coach	entrepreneur
grandmother	auto sales	coast guard	eye doctor
groomsman	auto repair	computer repair	farmer
maid of honor	architect	contractor	firefighter
mother	army	counselor	flight attendant
mother-in-law	babysitter	credit union	florist
neighbor	baker	dancer	funeral director
	banker	dentist	grocery store

		Interests	Sports
hair dresser	piano teacher	ballet	baseball
health spa	pilot	boat club	basketball
hospital worker	plumber	car pool	bowling
home builder	police officer	cat lover	cheerleading
hotel	preacher	coffee shop	cycling
inspector	principal	dance	field hockey
insurance agent	printer	dog lover	fishing
journalist	professor	Facebook	football
landlord	radio personality	fundraiser	golf
landscaper	realtor	internet	gym
lawyer	roofer	Instagram	gymnastics
librarian	salesperson	junior league	hockey
locksmith	seamstress	LinkedIn	hunting
mail carrier	secretary	lions club	ice skating
manager	security guard	lunch crowd	jogging
marine	social worker	MOPS	lacrosse
national guard	surgeon	Pinterest	martial arts
navy	tanning salon	PTA member	rock climbing
notary	teacher	rotary club	skiing
nurse	teller	scouts	soccer
nutritionist	therapist	study group	softball
office	travel agent	toastmaster club	swimming
supplier	union worker	BNI	tennis
orthodontist	upholster	Twitter	track
painter	veterinarian		volleyball
manager	waitress		YMCA
personal trainer	writer		yoga
photographer	youth director		

[illegible][illegible]

[illegible][illegible]

There are several ways to introduce Color Street. The most successful Stylists utilize all of these methods. Regardless of which way you choose, be sure to share the benefits of every aspect of Color Street (purchasing products, hosting Nail Bars, being a Stylist) with each prospect. Here are some of the most common approaches to sharing Color Street.

Live Nail Bars: This is where the magic happens. Nail Bars are simple, low-key, and fun. They are the most effective way to share the products and the opportunity with multiple people at once.

Online Nail Bars: Utilizing social media platforms to host online Nail Bars is a great option for Hosts/Stylists who are busy, live remotely, or have a smaller network to draw from.

Social Media: Use social media to generate interest by posting fun pictures of the nail strips and celebrating your successes. Engage followers by offering a chance to win a prize or get a sample.

One-On-One Sit Downs: Sharing your Color Street business one-on-one with a friend can also be a great way to generate interest. These are typically at a coffee shop or another relaxing location.

Sharing Two-Finger Testers If you have contacts who are logistically unable to attend an event or sit down with you, sending two-finger testers, a catalog, and the application video can be a great alternative.

Offer 3 Opportunities, Every Time

No matter what method you use to share Color Street, it's important to extend the offer to purchase, host a Nail Bar, and to consider the business opportunity. Don't pre-judge. Simply offer and let your prospect choose.

The most effective way to share Color Street is through a Nail Bar, where you have the ability to connect with multiple people at one time. These can be hosted by you, a friend, or anyone willing to get a few friends together. Whether you choose a live Nail Bar or a virtual one, with a minimum of \$300 in sales and 3+ orders, Hosts will enjoy free nail strips and discounts!. Here are the details on the Color Street Host Benefits.

Free and Discounted Items		
Nail Bar Sales	Host Free Credit	50% Off Items*
\$150-\$299	10%	1 half-price item*
\$300-\$599	15%	3 half-price items*
\$600-\$999	20%	6 half-price items*
\$1000+	25%	9 half-price items*

Host will receive an additional half-price price item for each \$200 sales over \$1,000, up to a maximum of 15 half-price items per host.

**Half-price items must be individual items only, not discounted packages.*

The entire Host order ships for free as long as the Nail Bar is over \$300.

Booking Credits

When a current Host has new Color Street Nail Bar booked from her Nail Bar, she qualifies for a product credit to use at the new booking. The new Host's Nail Bar must qualify with at least \$300 in retail sales and be held and ordered within 60 days from the original Nail Bar. Receive \$25 in product credits for each eligible booking, for up to three bookings.

After offering Color Street, it's critical that you ask great follow up questions and listen for ways that Color Street can benefit your prospect. Here are some examples of great follow up questions.

While trying the 2-finger testers:

- How would it feel to have brilliant nails all the time without having to go to the salon?
- What do you think your friends/family would like about Color Street?
- Would you be interested in seeing the rest of the styles and picking some for free?

At a Nail Bar:

- What did you like best about attending the Nail Bar?
- Is there anything about what you saw that sparked your interest in Color Street?
- Have you ever thought about doing something like this yourself?

After viewing the "Why Color Street" prospecting video:

- What did you like best about the video?
- What was one thing you learned on the video that surprised you?
- If you had one question about Color Street, what would it be?
- If you had an extra \$500 a month, what would you do with it?

The key is to ask simple questions that elicit a thoughtful reply. Try not to ask "yes or no" questions. You will be able to gauge interest by the responses you get.

When you are sharing Color Street, you will inevitably have objections. Objections are just calls for more information, typically because the prospect doesn't have enough or accurate details about what it takes to be involved with Color Street. Objections are both good and necessary to building your business. It's how you respond to the objection that makes all the difference.

1. Don't panic.

Stay calm and confident that you have something amazing to offer.

2. Don't get defensive.

Your job is to offer, not to convince.

3. Don't get discouraged.

You can't say the wrong thing to the right person. Statistically, you will hear *no* more than you hear *yes*. But keep offering – the *yes* is right around the corner.

On the next pages are some word choices that might help you navigate the most common objections. The key is to first acknowledge the objection. Let your prospect know that you heard and understand it. Your conviction and confidence in what you're offering will be very powerful as you offer more information to make them feel comfortable making a more informed decision either way. This is a skill that takes practice – role playing with a friend or your Sponsor can be very helpful. Also, having your upline leader join a 3-way call with you to share her story and provide more information can be very useful.

Are you interested in taking a closer look at starting your own Color Street Business?

“I would love to, but I just don’t have the time”

Thank you for being honest with me. I totally understand what it’s like to be busy. Let me ask you a question, however. If I could briefly share with you how you can create an income without having to spend a lot of time, would you be open to at least hearing about it? If you determine this isn’t a good fit for you, that is okay. But I would hate for you to miss out without getting the full picture of the time commitment.

Have you ever thought about taking a look at becoming a stylist with Color Street?

“I just don’t know enough people to be successful.”

I know how you feel. I felt that way when I was introduced to direct sales. What I found was when I wore the nail strips, people naturally commented on them. It was easy to generate interest by being my own best customer! If I were to show you how to create a consistent flow of income even if you don’t have a huge social network yet, is that something that would interest you?

“I guess. Can you send me something?”

Sure! Let me send you a quick video that explains how it works and why it works. After watching you will likely be more interested or less interested. I will follow up with you to get your feedback and we will go from there. Sound good?

I can’t help but notice what a great customer you have been, consistently ordering from Color Street. I have to ask: is upgrading to being a Stylist something that is on your radar?

“Gosh, love the strips, but I just don’t have the money to invest.”

I completely understand that. Trust me, when I started I actually had to borrow the money for my kit. What I found is that Stylists who hold two Nail Bars in their first few weeks of business, typically more than earn their original investment back.

OR

I’m pretty new at this, I want to make sure you get the most accurate and complete picture of how you can earn your investment back quickly. If you don’t mind, I am going to see if I can grab my friend (upline) on the phone with us really quick and we can ask her together. She is really fun to work with and she’s been very successful, so I know she would be happy to share the details on how stylists earn income right away.

Objection Tip: If you’re not completely confident in answering questions or overcoming objections, using an upline leader that you trust is a great way to add third-party validation, learn new ways to respond to objections and give expert advice to your prospects. Make sure that you edify your upline when using her and let her do all the talking. You have her on the phone for a reason, so let her work her magic.

Recruit & Repeat

Connect • Offer • Listen • Objections • **Recruit/Repeat**

As a Stylist, your job is to both practice the rhythm and teach the rhythm to your team as they come on board. To maintain a growing business, your goal should be to connect with 10 people each week consistently. Every weekly connection won't turn into a Color Street Host or Stylist, but some will. This is how to keep a steady stream of prospects in your funnel.

Here is an outline you can use as you introduce new team members to the *Color 10* success rhythm. It's important that all new Stylists understand *what* it is, *how* to do it, and *why* it works.

Connect: Consistently and intentionally connecting with people both inside and outside your social circle is key to building a healthy and growing business. Teach new Stylists to make it a business practice to be present, take note of their surroundings, and meet new people.

Offer: There are many ways to share Color Street. Some might come more naturally to your new Stylists than others, but instill that a well-rounded business will require a combination of all of them. The key is to share the benefits of each facet of Color Street with as many people as they can. Remind them to get contact information to follow up for feedback and questions.

Listen: By asking key questions and listening for ideas on how Color Street can benefit the prospects, your new team members will be build a steady stream of customers, Hosts, and Stylists. Remind them it's not about them or their personal goals. Instead, it's about how being involved with Color Street can bring value to the prospect.

Objections: Objections are a healthy and necessary part of the team building process. Share that they will likely hear *no* more than they hear *yes*. Using the tools provided will assist them in guiding prospects through the process of making the decision if Color Street is a good fit.

Recruit/Repeat: Master this success rhythm. They are the very basic principles that each Stylist within Color Street adheres to. Keeping it simple and duplicable is critical to attracting new customers, Hosts, and Stylists. Offering a clear plan to success helps new Stylists stay engaged and self-assured.



Success Tracker

Week 1

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 2

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 3

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 4

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Success Tracker

Week 5

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 6

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 7

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 8

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Success Tracker

Week 9

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 10

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled
30

Week 11

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled

Week 12

Name	Phone	Notes

Weekly Goal: 500 PV and 1 Enrolled **My Results:** _____ PV and _____ Enrolled
31

Contact Information

Personal Website: _____

Address: Color Street
61 Kuller Road
Clifton, NJ 07011

Customer Support: support.colorstreet.com

Social Media: @BeColorStreet
#BeColorful #BeBrilliant #BeColorStreet

Support Contacts

Enroller _____

Phone _____

Cell _____

Fax _____

Email _____

Upline _____

Phone _____

Cell _____

Fax _____

Email _____

Events

Talk with your Enroller or upline to complete this section

Local Monthly Meeting(s)

Date	Time	Location
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Other Events — Conference calls, webinars, etc.

Event	Date/Time	Location
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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