



We are proud and excited to announce our *12 Days of Opportunity* campaign to encourage people to launch their own 5LINX business this holiday season. For a limited time (Dec 13-24), we are *waiving* the standard \$199.95 enrollment fee with a 3-month pre-paid Platinum+ subscription. Here is an overview of this never-before-offered initiative...

What is “12 Days of Opportunity”?

12 Days of Opportunity is a campaign developed by 5LINX and our Platinum and SVP leadership to offer FREE enrollment during the holiday season. It is our way of helping people give *themselves* the ultimate gift—the gift of opportunity!

Who is eligible to enroll FREE with prepayment of 3 months of Platinum+?

Everyone and anyone! This is simply an alternative option to our traditional \$199.95 QuickStart Bundles. New partners can of course still enroll with one of these bundles, but during the campaign, they will have the additional option of enrolling free with a pre-paid 3-mo Platinum+ subscription.

How many points are generated by the 3 month Platinum+ subscription?

By purchasing 3 months of Platinum+ in advance, your new partner will lock in 4 points for EACH of the next 3 months. Their subscription will automatically renew at \$49.95/mo after 3 months.

What is the CV on these enrollments

The CV is \$45 (3 months of Platinum+ at \$15/mo). However, it is all paid in the first month!

When is the *12 Days of Opportunity* campaign running?

The campaign is running for 12 days: Thursday, December 13th through Sunday, December 24th (Christmas Eve). During this time, anyone can enroll free by pre-purchasing 3 months of Platinum+.

Why did we announce this campaign ahead of time?

Unlike other promotions that might benefit from the “element of surprise”, we are purposely rolling out this campaign well in advance of the start date of 12/13. This is to allow you to prepare and promote ahead of time for maximum results. You can start ‘talking up’ this promotion immediately!

What should I do between now and December 13th?

Access the campaign “toolkit” at my.5linx.com and utilize the support materials to *invite* as many people as possible to take a look at the 5LINX opportunity. To assist you, there will be a live presentation held each day over the 12-day campaign period (12/13-12/24). Your guest(s) can register for one of these corporate-sponsored presentations at 12days.oxzgen.com.

What should I do between December 13th and December 24th?

Continue inviting as many guests as possible to attend a presentation, including one of the daily corporate-sponsored presentations available via 12days.oxzgen.com.

What do FREE enrollees receive, and how does it affect their Compensation Plan?

Partners who enroll free with a 3-month Platinum+ subscription will NOT receive one of the \$199.95 Quick Start Bundles. However, they WILL receive the contents of the Platinum+ Stimulus Bundle (worth \$186)! This is an incredible value, and gets your new partner off on the right foot with products they can use or sell. All enrollments, free or paid, benefit from *the exact same* 5LINX Compensation Plan. There is NO difference from the perspective of the new rep. This means they can pursue a Quick Start Bonus, and *all* other elements of the Comp Plan.

Do these free enrollments count towards my Bonuses?

The free enrollments during this promotion do not count towards Quick Start Bonuses, Open Line Bonuses, or Earned Position Bonuses. However, they DO count as IMRs in your downline.

How do I benefit from these free enrollments?

There are many ways you can benefit from these free enrollments and new partners. First of all, the Platinum+ subscription will still generate the same points and CV. Secondly, your new partners will still be offered the special BOGO and deferred-billing subscription offer that every new IMR is offered during enrollment. This can generate additional points and CV. Most significantly, these are new, motivated business partners who can continue to sign up customers and business partners themselves, thus expanding your team in the long term.

Can I still enroll people for \$199.95 during the *12 Days of Opportunity* campaign?

Yes. The normal enrollment page/site will still be available, and you may enroll anyone you wish via one of the four great Quick Start Enrollment Bundles. However, there will be a special option available for those eligible for the free enrollment offer. It's quite likely that some prospects will still prefer the tremendous value offered by the \$199.95 Quick Start Bundles.

What resources are available to prepare for and promote this campaign?

We expect this to be the biggest campaign in 5LINX history. So we have prepared multiple resources for you to help promote this special offer of free enrollment. Simply go to **my.5linx.com** and access all of the documents, videos and graphics available on the main page. We will be adding tools throughout the campaign, so check this page every day leading up to December 13th. This includes fliers to invite people to register for one of the 12 corporate-sponsored presentations between 12/13-12/2, as well as a special version of the Opportunity Presentation PowerPoint. **My.5LINX.com** is a complete campaign "toolkit".

What key point do I *absolutely* need to know?

The most important detail to understand is that anyone who enrolls through this promotion is a "full-fledged" IMR, with ALL the same opportunities as any other IMR who enrolls at \$199. *There is absolutely NO difference in their representative status from any other representative.*