

5LINX

Presenting the 5LINX[®] Opportunity

Information for 5LINX & 5LINX CANADA Representatives



LIVE A BETTER LIFE

How to Present the 5LINX Opportunity Presentation

Sharing the 5LINX opportunity with others is one of the best ways to grow your business. 5LINX has developed outstanding tools to help you do this, including a PowerPoint presentation available in your Virtual Office, on your Personal Website and on the enclosed DVD.

This booklet represents an additional way to present the 5LINX business to potential partners. Or better yet, you can use it in conjunction with the PowerPoint. This will assist you in explaining each of the exciting features and benefits of 5LINX until you reach a point where you are an expert yourself. You can also add notes as you watch leaders present the opportunity.

Review this booklet carefully and make yourself aware of the key points on each page. The more you practice, the easier presenting the opportunity will become... and the more business partners you will be able to add to your team. Once you have used this tool several times to share the 5LINX opportunity with others, you should be able to utilize the PowerPoint presentation by itself with complete confidence. Until then, however, this booklet will be an invaluable resource for you as you take your 5LINX business to the next level.

Contact your upline with any questions.



THE COMPANY

The 5LINX Principles: Vision • Integrity • Opportunity • Freedom • Success

- **Founded in 2001**
- **Co-Founders: 60+ years of experience**
- **Inc 500/5000 nine straight years**
- **50,000 sq. ft. world headquarters**
- **Representatives come first**



Craig Jerabeck
Co-Founder & CEO



Jeb Tyler
Co-Founder & EVP of Marketing



Jason Guck
Co-Founder & EVP of Sales



5LINX is a company founded on the core principles of Vision, Integrity, Opportunity, Freedom, and Success. Based in Rochester, New York, the company's U.S. operations launched in the spring of 2001 under the guidance of our cofounders, who have more than 60 years of combined experience in telecommunications and direct marketing. Staying true to our core principles, 5LINX Canada operations launched shortly thereafter.

The company's unprecedented success enabled us to build our state-of-the-art, 50,000 square foot world headquarters in October 2007 and has perfectly positioned 5LINX to grow into a billion dollar company!

What has made 5LINX so successful? It's a combination of our core principles and a simple philosophy – "Representatives come first!"

Notes: _____

PLAN B

Why 5LINX?

- Freedom
- Be your own boss
- Debt-free
- Children's college fund
- Charity
- More Money



We know that people have a wide range of reasons for starting a business. Some want to spend more time with their family. Others want to fire their boss and experience the freedom of working for themselves. Maybe you simply want to diversify your income so that you have more security in these difficult economic times. Or perhaps you want to be able to donate more to your church or your favorite charity.

What are your goals and dreams... what is your "WHY?"

Why 5LINX? What is it about our company that makes it the perfect Plan B for helping you achieve your WHY? Let's take a closer look.

Notes: _____

THE OPPORTUNITY

Timing and positioning



Now one of the key factors for success in business is being in the right place at the right time. It's about identifying a wealth trend and capitalizing on it. The most successful companies were created by individuals who were smart enough to position themselves ahead of significant wealth trends:

- In the 1980s the PC industry exploded and long-distance telephone was opened up for competition.
- In the 1990s cellular phones and the Internet were the big wealth trends. If you were viewing this presentation in the late nineties and the name of our company was Google, would you have been smart enough to position yourself to capitalize on that opportunity? Google is now a \$200 billion dollar company.
- One more recent wealth trend is Wellness. The Weight loss, Energy, Anti-Aging & Optimum Health combined markets equal \$571 Billion Internationally. Our new line of wellness products helps you capitalize on this huge market.
- SLINX continues to be on the forefront of other massive wealth trends with the addition of energy, text marketing, and healthcare to our incredible product portfolio.

Notes: _____

OPPORTUNITY

Building your business

Fortune 500
Company



OR

YOU
3
9
27
81
243
729
2,187
6,561

5LINX

Leverage your time. MAXIMIZE your income!

But 5LINX is different from a typical corporate America company. Many people start at the bottom of a company and work their way up. But most people never reach the CEO position where the majority of the benefits are. 5LINX sets you up to be CEO of your own business from day one. Where you go from there will all be based on your desire to build and develop your business. There is no limit to how deep or how wide your organization can grow. Unlike in corporate America, where there is a limited number of spots for people to fill, in 5LINX you can fill as many spots as you can create. And your time and income potential are leveraged, because you earn every time someone in your organization earns.

Notes: _____

THE OPPORTUNITY - Products & Services

Products for your home



ENERGY
\$500 Billion



Additional products

Home Security
Home Phones
Internet, Cable TV and Fiber Video
Mobile
Satellite TV
ID Guard

Imagine getting paid every time someone turns on their lights, watches TV, heats their house, or cooks up a bag of popcorn.

With the 5LINX Energy Program, you no longer need to imagine!

Deregulation of the energy industry represents a \$500 billion wealth shift, and 5LINX provides you the opportunity to earn your share. Consumers in selected markets are now offered a choice in their energy supplier. Helping customers learn about their options is as easy as directing them to your Personal Website where they can read about the choices available to them through the 5LINX Energy Program.

Customers will still receive their bill from their current utility company, and they will still contact their current utility company when they have any questions about their service. The only thing that changes is the supplier of their energy to the utility company. This simple change is what provides you with the incredible opportunity to earn residual income month after month on the energy use of every single customer.

While the 5LINX Energy Program is currently available in selected areas, we continue to add new states and territories. We also provide the required online training and certification that 5LINX representatives need in order to market our Energy Program.

In addition to energy, 5LINX offers a variety of services for the home including:

- 5LINX Security Systems
- 5LINX Telecom residential phone service
- Internet, Fiber Video, and Cable TV
- 5LINX Wireless

THE OPPORTUNITY - Products and Services

Products for your business



Text Alert

- Mobile Marketing
\$48 billion U. S. market
- Text "Opportunity"
to **55469**



Additional products

- Commercial Energy Program
- Healthcare
- Commercial Satellite TV
- Payment Solutions
- Business Security
- Mobile Marketing

Text marketing is the fastest-growing method of business communication because it gives businesses the ability to reach their customers faster and more easily than ever before. In the U.S. alone, the market is worth \$48 billion and is growing every day. What's more, mobile marketing services are available in Canada as well as in the U.S. To check it out for yourself, text "Opportunity" to 55469 in the U.S. or to 555444 in Canada.

But SLINX isn't just a residential services company. We also broker a broad range of commercial services, including:

- Commercial Energy
- SLINX enhancedcareMD Commercial
- Satellite TV
- Payment Solutions
- Security Systems
- and a variety of mobile marketing services

Notes: _____

THE OPPORTUNITY - Products and Services

Products for your wellness



SLINX enhancedcareMD™
AFFORDABLE HEALTHCARE. ANYTIME. ANYWHERE.

- 44 Million uninsured Americans
- Save time and money

SLINX 
WELLNESS

Additional products

- MontaVida coffee
- Hi5 Boost
- Hi5 Edge
- Hi5 Lean
- Hi5 Fuel
- Hi5 Challenge
- Healthcare

Now what if you could provide solutions to some of the most common health issues people face every day?

- Most people say they want to lose weight, yet many become overwhelmed with where to start
- Approximately 44 million Americans don't have health insurance. The Affordable Care Act requires that everyone have sufficient health insurance or face tax penalties.
- Many feel they don't have the tools to achieve their health and fitness goals effectively or as quickly as they would like
- Most don't have the time to count calories or weigh out their meals
- Everyone wants to make sure that they are at their physical best to live a more health inspired life

With SLINX, you have the opportunity to offer solutions to these issues – and you can earn residual income on every customer you help with products like:

- SLINX enhancedcareMD Smart Choice Bundle
- Hi5 Lean
- Hi5 Edge
- Hi5 Boost
- The Hi5 Challenge Kit
- Hi5 Fuel
- MontaVida coffee

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THE OPPORTUNITY - Products and Services

Products for your wellness



MONTAVIDA™

* See MontaVida.com for more information

MCT OIL*

Assists with:

- Weight loss
- Appetite suppression
- Absorption of essential nutrients

RAMON SEEDS*

Contain:

- Protein, fiber and minerals
- Powerful antioxidants
- Vitamins A, B, C and E

MontaVida, the first product in our Health & Wellness line, came into being because of our quest to deliver a coffee beverage with healthy ingredients. After all, we're coffee lovers, too. But that isn't why we chose coffee to launch our Health & Wellness line. We chose to capitalize on this wealth trend with MontaVida first because we have a unique, healthy coffee to offer to a \$100 billion dollar industry in a marketplace that consumes 1.7 billion cups a day, 500 billion cups a year! Embrace the MontaVida coffee opportunity and watch your business grow.

Notes: _____

THE OPPORTUNITY - Products and Services

Products for your nutrition



Hi5 Boost

- Helps control hunger
- Energy Boost

Hi5 Edge

- Improves endurance
- Healthy aging
- Powered by Niagen

Hi5 Lean

- Delicious nutrient-filled shake
- 25 grams of protein
- 5 grams of fiber

Hi5 Fuel

- Improves Energy
- Increases Alertness
- Helps Burn More Calories

WEIGHT LOSS
\$571 Billion

Health and wellbeing are also essential to living a full life, and that's one of the drivers behind the newest product line. That and the realization that Health & Wellness is one of today's fastest growing wealth trends.

By 2017, Health & Wellness will be a trillion dollar industry.

SLINX truly provides all the essential products and services people use every day. Availability of products varies by country, so check your Personal Website to find out which are available to you.

Notes: _____

THE OPPORTUNITY - Products and Services

Products for wellness

"ChromaDex has announced the largest deal in its history, a \$62 million agreement with network marketing company 5LINX that covers its Niagen and Pureenergy ingredients"

NIAGEN™

- Anti-aging
- Weight management
- Endurance
- Cognitive function
- Cardiovascular health
- Energy levels
- Performance
- Protection against neurological disease

One of the products we're most excited about is Hi5 Edge, which contains a proprietary ingredient called Niagen that promotes anti-aging, weight management, endurance and cognitive function as well as a number of other benefits. And because we have an exclusive \$62 million deal with ChromaDex, the company that created Niagen, 5LINX is the only network marketing company that offers a Niagen product. So as a 5LINX representative, you have the opportunity to market a truly unique, in-demand wellness product that no one else in the marketplace can.

Notes: _____

COMPENSATION



So now that you understand more about who 5LINX is and what products and services we have to offer, let's talk about what's in it for you. That's the 5LINX compensation plan, which is by far the best in the industry. There are essentially two things to think about when it comes to being compensated: You want to become completely leveraged on the time and efforts of other people; and you want to earn something called "residual income." This is different from linear income, where you go and trade hours for dollars, time for money. As long as you're working, you're getting paid, but as soon as you stop working, they stop paying you. Residual income doesn't work that way. With residual income, you do something once properly and you get paid over and over and over again. Now let me tell you how both of these concepts work in the 5LINX compensation plan.

Notes: _____

COMPENSATION

Quick start bonus*

Trainer



*Qualify with 8 CPs

First, here's how you want to get started to achieve the first earned position in the company, the position of Trainer: Get qualified with 8 customer points, then introduce one business partner to your team and show them how to do the same thing. Keep in mind, 8 customer points doesn't necessarily mean 8 different customers. Each product or service is worth a minimum of one customer point, but some are worth more. So what's the easiest way to earn your first 8 customer points? Sign up your own household for the 5LINX products and services!

Now when your new business partner gets qualified with their first 8 customer points, 5LINX will pay you a \$50 Quick Start Bonus. So you can start earning money right away, even as you learn how to use the 5LINX system to build a team. But the \$50 Quick Start Bonus is just the beginning.

Notes: _____

COMPENSATION

Quick start bonus*



*Qualify with 8 CPs

When you accumulate 15 customer points and your second business partner gets qualified with eight (8) customer points, you get promoted to the next 5LINX earned position: Executive Trainer, or ET. And if you hit ET in your first 30 days as a 5LINX representative, you earn a \$1,200 Quick Start Bonus. This bonus is paid out at \$100 a month over 12 months as long as you stay qualified, and so you start to get a sense of how it feels to earn residual income. Every month for a year, you'll get this check in the mail without having to do anything else because you accomplished one thing: You hit ET in 30 days.

Notes: _____

COMPENSATION

Quick start bonus*



\$1,250

*Qualify with B CPs

That's \$1,250 in Quick Start bonuses just in your first 30 days. Already, you've recouped your initial investment several times over. Now what do you think your two business partners are going to want to do? They're going to want to earn that \$1,250 too! So as they duplicate what you do by acquiring customers and more business partners, you earn on what they earn, your company grows, and that's how you build a team on success.

Notes: _____

COMPENSATION

Residual income



How much do you want to earn?

5LINX pays a Commission (CV) on all customers.
How much you receive is based on your Earned Position.

Let's look at an example of how you earn residual income on your team's production. 5LINX pays a set commission on every service each month for every customer. You earn a percentage of that commission based on your earned position when the customer is acquired. Every time a new customer is acquired anywhere in your organization, you get a raise! There is no limit to the number of customers that can be acquired.

If you develop a small team of only 20 IMRs throughout your entire career with 5LINX...

And each IMR acquires just 20 customers...

And you earn an average commission of 50 cents for each customer...

You would earn a total of \$200 per month in residual income!

Remember, this isn't like "job money." If you develop a \$200 residual income and walk away from your business, you will continue to receive that residual income every month for as long as those customers continue to pay their bills.

Think about how an extra \$200 per month would enhance your lifestyle!

Notes: _____

COMPENSATION

Residual income



How much do you want to earn?

SLINX pays a Commission (CV) on all customers.
How much you receive is based on your Earned Position.

If you can develop a team of 20 IMRs, you surely can develop a team of 200!

If you did, your residual income in this example would increase to \$2,000 each month!

How could earning an additional \$2,000 each month change your life?

- You could get out of debt!
- You could move into a nicer home!
- You could buy a nicer vehicle!
- You could save more for retirement!
- You could create a college fund or pay for your child's college!
- You could give more to your church or favorite charity!

How many customers do you want to get paid on every month when they pay their bills?

Notes: _____

COMPENSATION

Residual income



How much do you want to earn?

SLINX pays a Commission (CV) on all customers.
How much you receive is based on your Earned Position.

How about 40,000? With a team of 2,000 IMRs duplicating your efforts, each of them having 20 customers, your team would have a total of 40,000 customers. And with an average commission of 50 cents per customer, your residual income would reach \$20,000 per month!

But since there's no cap on the number of customers your team can acquire, your earning potential is unlimited, and you have the opportunity to build a business that achieves all of your financial goals.

Notes: _____

COMPENSATION

Senior Vice President (SVP) benefits

- **5,000 stock options**
- **BMW payment**
- **Annual vacation**
- **Expense account**



(SVPs must achieve and maintain Company qualifications to receive benefits.)

But the benefits don't stop there!

5LINX is committed to further rewarding its top leadership. Senior Vice Presidents are treated like company executives and receive a corporate benefits package. This includes:

- a monthly car allowance for your silver BMW
- an annual paid vacation
- the ability to qualify for an expense account
- stock options

All it takes to achieve the position of Senior Vice President is desire and a good work ethic.

Notes: _____

COMPENSATION

Platinum SVP (PSVP) benefits

- Bentley payment (\$4,000/mo.)
- Platinum bonus pool
- 5,000 stock options
- Vacation



(PSVPs must achieve and maintain Company qualifications to receive benefits.)

When you reach Platinum Senior Vice President, the benefits get even better! As a Platinum you receive:

- additional stock options
- the monthly payment on a silver Bentley
- and a share of the Platinum Bonus Pool

Notes: _____

COMPENSATION

Diamond Senior Vice President (DSVP) benefits

\$300,000

Earned Position
Bonus

\$10,000

Monthly Lifestyle
Allowance*



*Must maintain position for one year before payment starts

At Diamond SVP, 5LINX takes the benefits to a whole new level!

As soon as you hit the position, you qualify for an earned position bonus of \$300,000! And after you've maintained the position of Diamond SVP for a year, you'll start earning a \$10,000 monthly lifestyle allowance!

Notes: _____

BUSINESS OWNERSHIP

Choose a starting position

	Customer Representative \$99 CR	Independent Marketing Representative \$249 IMR
5LINX Products and Services	YES	YES
Personal Website	YES	YES
Future Services	YES	YES
Energy (in select markets)	YES	YES
Customer Acquisition Bonuses	NO	YES!
Team Bonuses	NO	YES!
Quick Start Bonus = \$1,250	NO	YES!

Now let's discuss business ownership.

The greatest part about the 5LINX opportunity is that it isn't a job – it's business ownership. That means:

- you can't get fired
- you can work at your own pace
- and you can enjoy all the tax advantages that owning a business affords

Most people have thought about owning their own business. The main problem with a traditional business is the startup cost.

Imagine starting your own digital phone company. You would have to incur the expense of a building, telecommunications equipment, computer systems, employee salaries and benefits, product inventory, taxes, etc. In the end it would cost millions of dollars to start!

The good news is that 5LINX has already taken that risk and invested the millions of dollars necessary to start a successful telecommunications and essential services company! All you need to do is purchase a turn-key business for only \$249! You can become a 5LINX Independent Marketing Representative for less than \$300 and enjoy the unlimited potential your business offers without all the risk and headaches of starting your own company!

Incidentally, 5LINX offers another starting position: "Customer Representative." However, the income potential is limited to just what you can personally produce. You cannot benefit financially from the efforts of anyone else.

COMPENSATION

Team & Earned Position Bonuses

Executive Trainer



Individual results may vary, based upon individual performance. 5LINX® makes no guarantee of personal income, implied or otherwise.

* per qualified IMR

Additional
Income



As an IMR, however, your progression to higher positions in the company is driven by the efforts of your team. At the Executive Trainer level you can earn up to \$2,000 a month in Team Bonuses. As you promote to Executive Director you can earn up to \$8,000 per month in Team Bonuses; at the National Director level you can earn up to \$15,000 per month in Team Bonuses; and at the Senior Vice President level you can earn up to \$50,000 a month in Team Bonuses. So as you build your 5LINX business, you give yourself a raise every time you progress to the next leadership position.

Notes: _____

BUSINESS OWNERSHIP

Training and support

- **Local, regional and international training events**
- **Personal website**
- **5LINX University**
- **Business reporting**



With 5LINX, you're in business for yourself but not by yourself. The turn-key training and support system is easily accessible to all 5LINX representatives. 5LINX offers:

- professional marketing materials to help grow your business
- the 5LINX University online training portal
- live conference call trainings and webinars
- group trainings in many markets
- and best of all, life-changing International Training Events!

If you can follow a proven, simple system, your success is inevitable with 5LINX!

Notes: _____

BUSINESS OWNERSHIP

Fill out the IMR application today!

Starting
Position

Platinum
Services

Signatures
and Date

Applicant
Information

Payment
Information

Or enroll online with a 5LINX Representative!

The 5LINX opportunity is really as easy as 1-2-3.

Don't miss out on the opportunity to position yourself in front of this massive shift of wealth!

To get started today, fill out an application and schedule time to meet with a 5LINX leader within the next 24 to 48 hours to go through the 5LINX Quick Start training!

Notes: _____



LIVE A BETTER LIFE

The 5LINX
Quick Start

5LINX

PRIMARY OBJECTIVES

Two objectives

1.

**Help people
save money**

2.

**Help people
make money**



We do two things in 5LINX: We help people save money, and we help people make money. Those are our only two objectives. So here's what you need to do to jump start your business and head toward those objectives right out of the gate.

Notes: _____

SIGN UP FOR SERVICES

How to qualify

Eight (8) points

(at least one from each category)

Preferred Services

- Platinum
- Business Elite Services
- TextAlertz
- 5LINX enhancedcareMD
Smart Choices Bundle

Preferred Products

- Hi5 Edge
- Hi5 Boost
- Hi5 Fuel
- Hi5 Challenge
- MontaVida coffee
- Hi5 Sample kit

Become your own customer today!

First, get qualified as quickly as possible by getting your required eight customer points. At least one customer point must come from a Preferred Service, and at least one must come from a Preferred Product. What's the fastest and easiest way to get your eight points? By becoming your own customer of the 5LINX products and services today! After all, you can't effectively market our products and services to others if you don't even use them yourself.

Notes: _____

5LINX QUICK START BONUS

Easy as 1-2-3

1

Trainer

\$50

2

ET

(If done in first 30 days)

\$1,200

3

ED

(If done in first 60 days)

\$500

\$1,750

Once you've obtained your first eight customer points, you're qualified to start earning bonuses and commissions. Now here's the reason you don't want to waste time on your way to getting qualified: A total of \$1,750 in Quick Start Bonuses is at stake. 5LINX offers two bonuses that you can earn only during your first 30 days in business and a third bonus that you can earn only during your first 60 days. You don't want to leave that money on the table.

Earn the \$50 Quick Start Bonus and get promoted to Trainer by helping a new business partner get qualified within your first 30 days.

Earn the \$1,200 Quick Start Bonus and get promoted to Executive Trainer by bringing your total customer point count to 15 and helping a second business partner get qualified within your first 30 days.

Get promoted again, this time to Executive Director, and earn the \$500 Quick Start Bonus by bringing your customer point total to 20, helping a third new business partner get qualified, and helping your first two business partners get to ET.

Notes: _____

DEVELOP YOUR GAME PLAN

Get started right away

1

Make a list

- Potential customers
- Potential business partners



2

Meet with your upline

- ET or ED within 24 to 48 hours



It's time to develop your game plan for building your business.

Make a list of individuals who might sign up for products or services, which will earn you customer points.

Then make a list of individuals who are:

- motivated
- business-minded
- and would like to earn additional income

These people are your potential business partners, people you might enroll as IMRs.

Also, meet with your upline Executive Trainer or Executive Director within the next day or two to develop your plan of action for how you will communicate with the people on your list.

Welcome to the 5LINX team!

Notes: _____



Freedom • Integrity • Vision
Success • Opportunity

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