

Welcome To The
Cannapreneur
Career
Opportunity



"Creating Healthy
And Wealthy Lives
Worldwide"



Access the fastest, easiest and most affordable way to enter the booming CBD industry!

- *MAKE MONEY PROMOTING HEALTH & WELLNESS!
- *PROFIT WITH YOUR OWN PREMIUM CBD BRAND!
- *BUILD A SALES TEAM AND SELL ALL BUSINESS PRODUCTS & SERVICES
- *WHOLESALE PRODUCTS FOR YOURSELF AND KEEP THE PROFITS!

The HLO Cannaprenuer Opportunity



MAKING YOUR SPLASH INTO THE CANNABIS INDUSTRY!

Cannabis is NO longer taboo. The fight for legalization and scientific evidence that supports the medical use of this plant has launched it to being one of the most discussed topics in the world. In just a few short years, the demand for Cannabis in many forms has grown and represents some incredible opportunities.

Key Facts:

- The US Marijuana Industry is now worth billions of dollars and is showing no signs of slowing down.
- 12 US States have legalized recreational marijuana use, and 36 have legalized medicinal use.
- The average medical marijuana user spends \$136 per transaction and makes a purchase every 10 days.
- Cannabis is the fastest growing industry in the world at this moment!

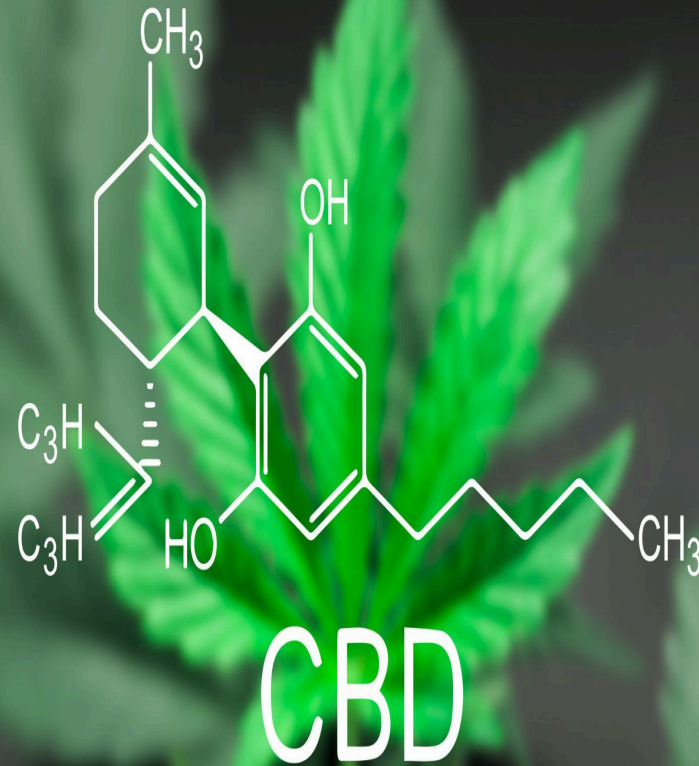
The question is: *How will you cash in on it?*



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Who is Healthy Leaf Organics? - HLO



Healthy Leaf Organics, LLC (HLO) is a new, Start-up CBD Hemp Company that originated right before the Pandemic; on February 7, 2020. At that time, HLO was managed by Wealthy Leaf Inc., while Wealthy Leaf was the Manager & Marketing Component. Moving forward, HLO is now an independent entity from Wealthy Leaf Inc.

As HLO has become its own Brand & Marketing Company with a direct marketing approach, Healthy Leaf Organics uses affiliate marketing and campaigns to promote our brand of products.

What We Represent



We represent the creation of, “*Healthy and Wealthy Lives Worldwide*”

This means not just Healthy Leaf Organics, this means **YOU!**

HEALTHY

We hope that by bringing you in as a Partner, you will share the same passion as we do for the Cannabis Industry. The need to share with the world on how this powerful plant “*hemp*” can help to change lives on all levels. This also means investing in your own health by taking CBD products like a supplement, and sharing your own results and experience with others. Consequently they can trust you have their best interests at heart because seeing your passion will make a difference in your customers decision.

What We Represent (Cont'd)



WEALTHY

Wealthy represents replication of yourself sharing this opportunity with others; so they can share your passion through your knowledge, education, and mentorship to succeed as a Cannapreneur like yourself!



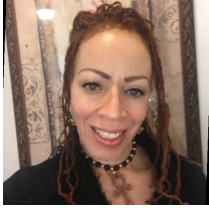
CORE VALUES AND PRINCIPLES

1. **QUALITY:** To provide quality CBD & THC Cannabis Products and exemplary Customer Service;
2. **INTEGRITY:** Do what YOU say you're going to do; while being authentic, transparent and honest;
3. **COMMUNITY:** Create a diverse and inclusive community through education, communication and innovation;
4. **EXCELLENCE:** Be relentless and passionate about learning new ways to be absolutely BEST in the Cannabis Industry.

MEET THE HLO BOARD MEMBERS



FALISCIA C. KNUCKLES - FOUNDER OF HEALTHY LEAF ORGANICS LLC



NATHALIE THOMPSON - COO AND CUSTOMER SERVICE MANAGER



KAREN R. MASON - DIRECTOR OF COMPLIANCE AND SALES MANAGER





SO, WHAT IS A ‘CANNAPRENEUR’?

A ***Cannapreneur*** is nothing more than an Affiliate Marketer. Much different from a Network Marketer, which works in companies using MLM strategies meaning paid levels wide and levels deep. Our model is one-level deep --- horizontally to infinity; if you are opted into that particular membership.

Affiliate Marketers usually tend to be more savvy with using the internet for campaigning products with different companies; meaning utilizing social media outlets like Facebook, their own Website, and other social media channels to sell products and services. Affiliates also tend to make more than one stream of income with companies they are affiliated with (*i.e. memberships, set up fees, products and services*) to create a nice paycheck at the end of the month.



WHAT IS A 'CANNAPRENEUR'? (Cont'd)

Network Marketers, MLM's don't usually have that same freedom of more than one stream of income; because their primary motivation is to recruit; and, not necessarily making the product their **first priority**.

MLM's may have a Weekly Training on Sales & Education; in addition to Team Building; as this is how they would build **THEIR** income.

THOSE DIFFERENCES YOU COULD SAY AS AN AFFILIATE OF HLO COMPANY IS MORE CAREER-DRIVEN THAN A NETWORK MARKETER.

HEALTHY LEAF ORGANICS MEMBERSHIPS



MORE THAN LIKELY, YOU HAVE BEEN HIRED AT OUR ENTRY- LEVEL SALES POSITION~~~~ ***“ENTERPRISER”***.

THIS IS A **FREE** MEMBERSHIP WITH HLO. HOWEVER, WE DO OFFER MORE ROBUST MEMBERSHIPS, WHERE THE EARNING POTENTIAL IS INCREASED.

OUR SIX- FIGURE POTENTIAL PROGRAMS



- ❖ Enterprise - No Fees
- ❖ Brand Ambassador – Mid-level Program
- ❖ Wealth Builder Program – Highest Revenue Potential With The Opportunity To Promote CBD/THC Products, Via '*Word-Of-Mouth*' Marketing

ENTERPRISE PLAN

- ❖ No sign-up fee
- ❖ No monthly fees
- ❖ Customer Management & Sales Tracking Portal
- ❖ 20 % Discount on all product purchases
- ❖ Share your personal product link and earn 15% on all product sells!

ENTERPRISER



This membership at the *low cost of \$19.99* monthly are offered to those who are not interested in building a team; but The *Enterpriser* can be a customer, friend or family, or just someone who loves CBD. Enterpriser Memberships are offered a non-commissionable discount of 20% , and can be considered for wholesale opportunities. Enterprisers make 15% commission on all product sales and do not qualify for quarterly bonuses, they receive payment on the first of each month.

NOTE: Enterprisers **ARE** required to purchase the HLO STARTER PACK; because Cannaprenuers and Wholesale agents must be Certified to sell our products and services. The HLO starter pack is \$399 the membership payment due the following month assuming certification is completed and you are ready to sell.



ENTERPRISER CONT:

Benefits:

- 15% commission on all product sales
- Paid beginning on the first Monday of each month
- Opportunity to wholesale products
- 20% non-commissionable friends and family discount

BRAND AMBASSADOR



FEATURES:

For those wanting to make more money, like to recruit, and get compensated for helping to build teams for Wealth Builder Cannaprenuers; but may not want to build & maintain their own team is deemed a..”*Brand Ambassador*”. This Membership consists of an individual making their income by selling HLO products, and recruiting other cannaprenuers for compensation.

The cost for this membership is \$85.99 monthly; with a one-time purchase of the HLO STARTER PACK, which is \$399, MEMBERSHIP FEES WILL NOT APPLY FOR 30 DAYS ASSUMING THE CERTIFICATION IS COMPLETE.

BRAND AMBASSADOR



- Earns 20% commission on product sales paid monthly
- Earn a one-time bonus of \$30 on recruiting a membership package (HLO STARTER KITS) for example (Brand Ambassador Membership Purchase, \$399 = a \$30 commission. (All memberships)
- Earn a recurring commission of \$15 on recruited memberships monthly (Brand Ambassador & Wealth Builder not including Enterpriser)
- Wholesale Opportunities for those wanting to buy bulk product to sell
- 20% personal discount for friends & family
- 10% discount code to give to your customers

IMPORTANT NOTE: You must sell **\$1,000** in monthly product revenue to get earned commissions monthly on your one-time sign up packages & memberships. Your sales revenue totals includes your monthly personal sales. If you don't meet your required monthly sales goal, you are not earning at your highest potential at this level. If you are struggling to make this minimum you could lose earning potential and maybe have to return affiliates back to the HLO affiliate pool.

Brand Ambassador - Bonus and Badges for top producers

- **Seedling** - \$5,000 revenue = \$500
- **Clone** - \$10,000 revenue = \$1000
- **Bud** - \$25,000 revenue = \$2,500
- **Kola** - \$50,000 revenue = \$5,000
- **Flower** - \$100,000 revenue = \$10,000

Once you reach a badge you keep that status even if your numbers drop...The Bonus figures reset monthly, payouts are quarterly. Your badge will reflect your branded store once we move into our new website in a couple months.



WEALTH BUILDER (*Cream of the Crop*)

For the ultimate membership, the *Wealth Builder Membership* allows a Cannapreneur to take their CBD Sales to the next level; with all the benefits of a Brand Ambassador, along with some additional features. The Wealth Builder Membership is a career building opportunity for that person who is motivated to create generational wealth selling CBD products; as well as possible opportunities to sell THC products.

NOTE: THE WEALTHY BUILDER IS **REQUIRED** TO PURCHASE THE HLO START-UP KIT, WHICH INCLUDES ALL OF THE ABOVE PRODUCTS.

The cost for this membership is **\$119.99** monthly; with a one-time purchase of the HLO STARTER UP PACK, which is \$399 **MEMBERSHIP FEES WILL NOT APPLY FOR 30 DAYS ASSUMING THE CERTIFICATION IS COMPLETE.**

WEALTH BUILDER (*Cream of the Crop*)



FEATURES:

- Earn 20% commission on product sales
- Earn a one-time bonus of \$40 on recruiting a membership package for example (Wealth Builder Membership Purchase of \$399 = \$40 Commission)
- Earn recurring commissions on membership sign-up packages of \$20 each month except Enterpriser memberships.
- Earn 5% on your Sub-Affiliates; one level deep---horizontally to infinity monthly pay out.
- Wholesale opportunities for those wanting to buy bulk product to sell
- 10% DISCOUNT CODE TO GIVE TO YOUR CUSTOMERS
- 20% PERSONAL DISCOUNT FOR FRIENDS & FAMILY~~
- **NON-COMMISSIONABLE**
- **IMPORTANT NOTE:** You must sell **\$2,000** in monthly product revenue to get earned commissions monthly on your downline, one-time sign up packages & memberships. Keep in mind, this total can include your monthly personal sales. If you don't meet your required monthly sales goal, these recruited affiliates will return back to HLO; to be distributed to consistent-producing Wealth Builders, or back to the HLO affiliate pool,

Wealth Builder - Bonus and Badges for top producers

- **Seedling** - **\$5,000 revenue** = **\$750**
- **Clone** - **\$10,000 revenue** = **\$1500**
- **Bud** - **\$25,000 revenue** = **\$3,000**
- **Kola** - **\$50,000 revenue** = **\$6,000**
- **Flower** - **\$100,000 revenue** = **\$13,000**

Once you reach a badge you keep that status even if your numbers drop...The Bonus figures reset monthly, payouts are quarterly. Your badge will reflect your branded store once we move into our new website in a couple month.



Wealth Builder/Organization

This Compensation plan is for
recruitment of organizations only we
call this role the Educator Success
Coach leader plan (ESC)

Wealthy Builder/Organization (The educator tier)



- Can only earn commissions on the total organization monthly of 3%, other Wealth Builder features do apply
- You will be required to have direct contact with the facilitator who is heading up this project in their said organization EX, a church organization you will be required to teach the pastor or his selected administration how to navigate the website to see who they are recruiting and monthly sales as well as educate them on the education needed so they understand cannabis and CBD.
- You will want to engage them with live events on education to encourage sales. Tell your story or have someone from the executive team support your efforts.
- **IMPORTANT** members of the organization that sign as WB or BA under the organization have to recruit outside of the organization unless cleared by organizer that their prospect may be a family member or friend.

WEALTH BUILDER/organization (*The educator tier*)



FEATURES:

THE HIGHLIGHTED FEATURES DO NOT APPLY TO THIS COMP PLAN...THE WBO ONLY EARNS A COMMISSION OF 3% ON ALL ORGANIZATION SALES MONTHLY

- Earn 20% commission on product sales
- Earn a one-time bonus of \$40 on recruiting a membership package for example (Wealth Builder Membership Purchase of \$399= \$40 Commission)
- Earn recurring commissions on membership sign-up packages of \$20 each month
- Earn 5% on your Sub-Affiliates; one level deep---horizontally to infinity monthly pay out.
- **REQUIRED TO PURCHASE A HLO STARTER KIT \$399**
- **REQUIRED TO PAY THE MONTHLY SUBSCRIPTION OF \$119.99 for use of website office and marketing tools**
- Wholesale opportunities for those wanting to buy bulk product to sell
- 10% DISCOUNT CODE TO GIVE TO YOUR CUSTOMERS
- 20% PERSONAL DISCOUNT FOR FRIENDS & FAMILY~~ NON-COMMISSIONABLE
- **IMPORTANT NOTE:** You must sell **\$2,000** in monthly product revenue to get earned commissions monthly on your downline, one-time sign up packages & memberships. Keep in mind, this total can include your monthly personal sales. If you don't meet your required monthly sales goal, these recruited Cannapreneurs will return back to HLO; to be distributed to consistent-producing Wealth Builders, or back to the HLO cannapool,



HLO STARTER PACKAGE

INCLUDES:

- 3 Healthy Leaf Organics Products
- Branded Website, Digital Business Card and other marketing materials
- Certificate of completion branded, “***CBD Healer Certified***”, of which you must be complete within 30 days. Those with this Certification will also qualify for other sales opportunities with the company. You will also receive a one-year membership of continuing education through the CBD Healer Program, for which we are partnered with.

NOTE: IT IS **REQUIRED** OF OUR ***B-TO-B SALES AGENTS*** TO TAKE THIS COURSE. VERY INFORMATIVE WHEN SPEAKING WITH DOCTORS AND SHARING KNOWLEDGE OF CBD. ***ENTERPRISERS*** ARE **NOT REQUIRED** TO TAKE THIS EDUCATIONAL MEMBERSHIP HOWEVER, IT IS HIGHLY RECOMMENDED FOR HIGHER EDUCATION WHEN PROMOTING HEMP/CBD PRODUCTS.

Forecast Of Sales For Wholesalers and Cannaprenuers

Please refer to the link below to view the forecast of possible Goal opportunities our sales team can use to to set sales goals. You cannot alter the form however you can use this document to Create your own goal spreadsheet.



https://docs.google.com/spreadsheets/d/1mrGGT5gPpkf3W0JOfaPPeQTZ-XyftRO1ps_5oLwaHnc/edit?usp=sharing

**DECIDE ON YOUR GOAL
& DESIRED PLAN**



**GO TO THE OPPORTUNITY TAB IN
WEBSITE AND SIGN UP AS AN
ENTERPRISER AND PURCHASE
YOUR HLO STARTER PACK FOR
ACCESS TO THE SUCCESS
PORTAL AND TOOLS**



**COMPLETE AND SUBMIT THE AGREEMENT
AND OTHER DOCUMENTS TO START
TRAINING GET READY TO SELL!!!**

**NEXT
STEPS**

Questions?

Remember....

“No one can be good at **EVERYTHING**. It takes a **TEAM** to grow a Business!” ~ ***Barbara Corcoran***