



Whether you are an experienced advisor considering selling for a new company or someone considering becoming a romance advisor for the very first time, we want to thank you for giving Intimate Expressions the chance to introduce ourselves to you. After you review the information on the following pages, we hope you take the next step and join the Intimate Expressions™ family. If you decide to pursue other opportunities or maybe decide our opportunity is not right for you, we wish you the very best in all you do and we thank you again for talking with us!

Intimate Expressions™ - Who We Are

Intimate Expressions™ is network marketing and direct selling adult novelty company. We are 100% owned and operated by ALD Services, LLC. ALD Services is an adult novelty distributor located in Cleveland, Ohio. ALD Services has been in business since 2003. Intimate Expressions was launched in the fall of 2006.

"Your Success is Ours Too" – The Concept

When the decision was made to start Intimate Expressions™, a plan was envisioned that truly allowed everyone to succeed. A plan that was very easy to follow with no complicated advancement requirements. A plan where anyone can reach and should reach the top levels of our compensation ladder. A plan that allowed everyone a real chance for success, regardless of their recruiting ability or the amount of time you can devote to our opportunity.

The "Your Success is Ours Too" plan accomplishes all of the above. Every step of our plan allows our advisors to maximize their profits while reducing their out of pocket expense. Bringing on new recruits is easier to. We do not want your recruits to have to buy a starter kit. We want them to get it for FREE!

From our **100% Paid Hostess Credit Program**, our 40% to 50% buying discounts, our industry leading Compensation Program which pays four levels deep and up to 27%, Intimate Expressions™ sets a new standard for other party plans to follow. We have even set a new standard for our top group leaders – a **NEW CAR or \$10,000 Yearly Cash Bonus**.

Read on for more information!

“Your Success is Ours Too” – The Plan

Commission on Product Sales

As with all home party plans you make money by purchasing products from Intimate Expressions at a discounted price and selling them thru home parties or on our website, at a higher retail price. The difference between your purchase price and the price you sell it for becomes your profit. We refer to this as your **Personal Buying Level**.

All **Intimate Expressions Independent Romance Advisors** start out with a **40% Personal Buying Level**. This means that out of every \$100 in retail product you sell, you keep \$40. Your **Personal Buying Level** increases as you advance up our **Leadership Ranks**. You can earn up to 60% on your personal sales.

How much money can you make a month? It's up to you. Consider that the average party is over \$600 and that you would make \$240 off that party. How many parties do you want to do? It's up to you! You are the boss!

Personal Sales Bonuses

Intimate Expressions™ IRA's can earn up to 10% extra monthly on a **Personal Sales Bonus**. When your monthly sales exceed \$2000, you start earning totally free product.

Some of our IRA's use this bonus to build out their demo kit. The more products you have in your demo kit, the more sales you will make. The choice is yours!

Sharing Your Success with Others

When you recruit others, you are sharing your success with them. You then become their **Personal Sponsor** and you earn a percentage of their personal sales. When your recruits in turn share their success with others again, you earn a percentage on their personal sales.

Intimate Expressions™ pays you a percentage of your group sales up to four levels deep. Our top **Leadership Rank** will earn 27% across four levels of down-line while our lowest **Leadership Rank** will earn 6% across three levels.

As your down-line builds and your **Personal Sales** increase, you advance up the **Leadership Rank** chart. When this occurs your **Personal Buying Level** and the money you earn on your down-lines increase substantially!

When you recruit someone into the Intimate Expressions™ family, you receive a **\$100 CASH Bonus**, for each and every qualified recruit!

NEW CAR or \$10,000 CASH Bonus

Almost all of the top adult party plans offer their top leadership ranks a monthly bonus of \$400. They sometimes refer to this as a “Car Bonus” when in fact, it is simply a cash bonus paid to once you reach their top leadership levels.

Our Car Bonus is really that. A NEW CAR! Once you reach our **Leadership Rank** of **National Director** and meet the maintenance requirements, you can earn this bonus each and every year. In case you really don't want two new cars, we give our **National Directors** a choice. A **\$10,000 CASH** choice in fact. You can choose the \$10K in cash instead of the car. The choice is yours!

[Read on for more detailed information!](#)

Leadership Ranks and Compensation – How it Works!

When your **Personal Sales** increase and you begin to share your success with others, you advance up the **Leadership Rank** table. As you progress higher, your **Personal Buying Level** increases with your rank and the amount you earn on your down-lines sales increases dramatically.

Advancing up our **Leadership Ranks** is never dependent upon the number of people you recruit. Instead, it is based on your group sales volume. Your group sales volume consists of your **First Level Monthly Volume**, which is the total monthly retail sales of those people you have personally recruited, and of your **Combined Monthly Volume**, which is the total monthly retail sales of your **First Level Monthly Volume** combined with the total monthly retail sales from your 2nd, 3rd, and 4th level recruits.

Here is an example: Sally is an **IRA** for Intimate Expressions and has personally sponsored X number of people, X can mean any number of people since our rankings are not based on the number of recruits. For October, Sally's **Personal Monthly Sales** and her group totals were:

Personal Monthly Sales = \$1000

First Level Monthly Volume =	\$13,000
2 nd Level Monthly Volume =	\$7,000
3 rd Level Monthly Volume =	\$5,000
<u>4th Level Monthly Volume =</u>	<u>\$2,000</u>
	\$27,000 Combined Monthly Volume

How much would Sally have earned based on the above example?

Personal Sales of \$1,000 minus her 50% Personal Buying Discount =	\$500
Sally would earn 12% on her 1 st level sales of \$13,000 =	\$1560
Sally would earn 7% on her 2 nd level sales of \$7,000 =	\$490
Sally would earn 6% on her 3 rd level sales of \$5,000 =	\$300
<u>Sally would earn 2% on her 4th level sales of \$2,000 =</u>	<u>\$40</u>
Her total earnings for the month	\$2890.00

Can you imagine what Sally's earning potential could be for a whole year? As her down-line continues to build, the amount she can earn skyrockets. Now add to that the **NEW CAR or CASH Bonus** that Sally is eligible for since she maintained the **National Director** rank for 1 complete year and you see where the potential lies.

The sky is the limit to how much you can earn with our compensation program!

Read on for more detailed information!

100% Company Paid Hostess Credit Program

While other companies may require you to foot the bill for your hostess credits, our **Hostess Program is 100% paid for by Intimate Expressions™**. Our IRA's do not pay anything for this exciting program. What this means is that you **KEEP** all of your profits from the night of the party.

This also makes it easy for you to work hard for your hostess to make sure she gets all the **FREE** gifts our program offers. We want our hostesses to feel special. A happy hostess is the absolute best advertisement you can have. Not only do our hostesses earn 15% of their party sales in **FREE PRODUCT**, they also earn **\$20 in additional FREE PRODUCT** on party bookings generated from her party.

Any party that generates \$150 or more in retail sales qualifies for our **Hostess Credit Program**. This makes it easy for you and your hostess to work together towards a successful party and a very happy hostess.

THIS IS INCLUDED, OUR 5 STAR HOSTESS PLAN, IN YOUR PACKET

If you have worked for another home party plan that does not pay for your hostess credits or passes on a partial charge for them, then you know how much a 100% Company Paid Hostess Credit Program means to your bottom line as up to 10% and more of your of your personal profits can be lost by you simply paying your own hostess credits.

A happy hostess is the absolute best advertisement you can have!

Read on for more information!

No Stocking Requirements

Intimate Expressions™ does not require our **IRA's** to maintain costly inventory. This is your business and this choice is yours. Some **IRA's** prefer to keep an extensive inventory, while others may only keep a small stock of their best sellers, and others may choose not maintain inventory at all.

IRA's that do not maintain inventory are **NOT** penalized in any way and maintain the same earning potentials and leadership advancement as everyone else!

Stocking IRA's can expect their personal sales to increase by way of the impulse sale. Most people want to buy what they see right away.

No Merchant Account Needed

As in all business today, people pay with credit cards and your business is no different. **To be successful** you must be able to accept credit and debit cards. That's the bottom line!

Plans that force you to maintain your own merchant account are simply eating away at your profits. It is not unusual for processors to charge individuals up to 6% the cost of the transaction.

Intimate Expressions make this painless for you. We process all of your credit card sales for you, and presently we are not charging a fee for doing it.

Getting Started

Getting started with Intimate Expressions™ is easy. We offer a multitude of choices that make it painless for you to start your own business. We are a company that is progressive in its thinking and are always looking at new ways to help women join our family.

Most of our starting methods require that you have a **Personal Sponsor**. This person will be your direct up-line and will help you through every step of our program. We will supply you with a **Personal Sponsor** if you don't have one!

All of our starting methods do have one basic requirement and that is that when you submit your **"New IRA Application"** that you have a minimum of four parties already scheduled.

We require this four party minimum because by having your parties booked in advance, you are guaranteed success, right from the start.

Finding people to host your first couple of parties is easy. Ask a few friends, host the first one yourself, and your in business!

Remember, whichever method you choose to get started, all of our **IRA's** start out with same **40% Personal Buying Level!**

Do a "Fast Start" and get your demonstration kit for FREE!

This choice is for someone who wants to join our family but wants to do so without making a costly purchase of a demonstration kit. This method requires a **Personal Sponsor**.

Simply host one party yourself. You may also have a friend host it for you! Your **Personal Sponsor** will do the party with you. This allows you to see first hand how a party is done and how to make it successful.

Read on for more information!

If you're "**Fast Start**" party does **\$300 or more in retail sales**, we will send you a demonstration kit equal to the retail sales of your "Fast Start" party. Our "**Fast Start**" demonstration kits include supplies and samples to help you start your business!

A "Catalog Fast Start" party!

This method works the same as our "**Fast Start**" but is used wherever a **Personal Sponsor** can not do your first party with you.

We will mail you catalogs and order forms. You show the catalog to friends, explain to them what you are trying to do. You collect \$300 or more in orders and you qualify for a "Fast Start" kit.

Your **Personal Sponsor** will walk you through every step of the ordering process and will submit your order for you!

An Online Party – A "Fast Start" with a bonus. Get a larger demo kit!

We will mail you catalogs to show your friends and then you simply send them to our website to purchase the products they want. When they checkout they will enter a special coupon code that will identify them as your party guests. When your party is complete, typically after two weeks, we will e-mail you the total sales of your online party and let you know how large of a kit you qualify for. All you have to do is return our **NEW IRA Application** and we will send you your demonstration kit.

Since this method does not require a Personal Sponsor, we give a little bonus on this one. If your online party does \$300 or more in retail sales, we will supply you with a demonstration kit worth 125% of your online party retail sales.

Kit Transfer:

This choice is for people who may have recently resigned from another home party company and already have a demonstration kit. All you have to do is submit a list of your products to your **Personal Sponsor**. We will compare them against what we already carry and if they are similar or the same products, you purchase a supply kit and your in business.

If we do not carry some of your products, we may be able to add them to our product line. Since our parent company carries over 10,000 different products, this is easy for us to do!

Read on for more information!

Kit Purchase:

If you want to get started quickly, this is the fastest method. It is no co-incidence that we listed this method last because we really do not want you to purchase a kit unless you want to.

If you like most people, you are trying to save money, not spend it, and if you did not have a need for money to start with, you probably wouldn't be reading this right now.

With that being said, we do offer three extremely well stocked kits:

1. **\$99.95 kit containing over \$300 in retail products + samples and supplies**
2. **\$250.00 kit containing over \$600 in retail products + samples and supplies**
2. **\$500.00 kit containing over \$1200 in retail products + samples and supplies**
3. **\$1000.00 kit containing over \$2400 in retail products + samples and supplies**

All of our kit purchases include enough sales supplies and samples to get you started

If you have experience as a consultant and would like to customize your kit purchase by changing the current products for ones you may be more familiar with, we will even work with you so you can select your own products!

New IRA Application

All potential new members must fill out in its entirety, our **New IRA Application** and submit it according to the guidelines below. We charge a **\$25** fee for this application. Some **Personal Sponsors** may pay this fee for you. Check with your Personal Sponsor!

Kit Purchase – The application must be filled out and submitted with your order and payment in full for your kit.

Kit Transfer – The application should not be filled out or submitted until after your kit transfer contents have been approved by Intimate Expressions™.

Fast Start – The application must be submitted along with your party order. A party can not be considered a **“Fast Start”** without a properly filled out application.

What Do I Do Now?

We hope that you decide to contact your Personal Sponsor and take the next step to join our family. You will be happy you did, and so will we.

Remember, we will never claim to be the largest “Adult Party Plan Company”. We simply expect to be the BEST. The BEST Company with BEST program. PERIOD!

“Your Success Is Ours Too”

By
Intimate Expressions™

Intimate Expressions Frequently Asked Questions (FAQ's)

Q: How do I work this business around my family?

A: This is your business. You work as often as you would like to. Since most parties are done on weekends during the evening, it is easy to schedule more time with your family.

Q: Will I be an employee of Intimate Expressions?

A: No. You are an Independent Romance Advisor and are in business for yourself. You only have an agreement to purchase products for resale from Intimate Expressions.

Q: Can I really earn enough money to turn this into a career?

A: Absolutely. Your earning potential is only limited by the effort you put in to it. Our earning examples were only based on the minimum requirements, as your team continues to grow, you could realistically expect to make much, much more!

Q: Do I have to recruit to be successful?

A: No. This is your business. If you are happy by only doing parties, then the choice is yours. You will however, happen across people from time to time who would be interested in doing what you do.

Q: Are there any other expenses I may have?

A: There are some incidental expenses associated with any business and yours is no different. Travel expenses to and from your parties, home office expenses, etc. Some of these expenses may be tax deductible.

Q: Do I have to pay for sales supplies and samples?

A: Sales supplies are sold to our IRA's at reasonable prices. Our catalogs currently cost \$1.00 each. We do sell a limited supply of sample products if you want to purchase them. A lot of IRA's simply use their demonstration products for sampling. We do not make money on our supplies or samples.

Q: Does Intimate Expressions charge a fee for processing my credit cards or sales tax?

A: Yes. We charge a \$10 monthly fee that covers all of your fees, including website.

Q: How do I submit my orders?

A: Orders for personal supplies and party orders can be submitted thru your secure order submittal Members Area on our web site. Orders may also be called in to our office.

Q: What else can I do in my Members Area?

A: You can see what your monthly sales are, your group sales, and your account balance, along with all the necessary forms, training manuals and product demonstration information. We are constantly adding new features all the time and a Live Chat feature is coming soon!

Q: I am an experienced romance advisor. How will you pass out new recruit requests received by the home office or on the web site?

A: This is a GREAT question. Since we are still a newer company and do not yet have representation in some areas, all requests will go thru the closest representative in a geographic area.

Intimate Expressions Frequently Asked Questions (FAQ's)

(Cont)

Q: What do you charge for shipping products purchased at parties?

A: We currently charge \$5.95 for products ordered at a party that we ship to the hostess and \$8.95 for products that we ship directly to a customer. This cost is passed on to the customer.

Q: Do you have any monthly sales quotas?

A: We maintain no monthly minimum quotas for are IRA's to remain active. We do however require that in at least 1 month out of 6 that they do at least \$250 in retail sales.

Q: Do I have to have a Personal Sponsor?

A: In most cases, yes. A Personal Sponsor is a wealth of information to you. If you don't have a Personal Sponsor, we will assign one to you!

Q: How do I receive money that is owed me thru commissions, etc?

A: Balances due IRA's that exceed \$25 will be included on your monthly commission check mailed to the IRA on the 15th of each month. If you are not eligible for down-line commissions, a check will only be mailed to you if your credit amount reaches or exceeds \$100.00. Your account balance is listed in your Members Area.

Q: I want to become an IRA and I have some friends who want to join with me.

Will they be counted as my down-line?

A: Yes, they will be counted as your down-line only if you sign up first and only after your application has been received and approved.

Q: Are there any other requirements for new recruits?

A: Yes, all new IRA's must complete \$1000 in retail sales within the first 60 days.

Q: I have a question on your Leadership Ranks. Can I ever move down in rank?

A: Yes. Let's say you ended October at the Gold Leader Level. If in November, your personal and combined sales fell back to the Silver Leader level, you would earn commission at the Silver Leader rate. A Personal Buying Level though, once reached will not be rescinded as long as you meet the minimum qualification requirements!

Q: I have looked into a number of home party companies. Why is your plan so superior to any other plan I found?

A: With our plan, we focused on the one thing that matters most to anyone interested in or already doing this type of work, MONEY. This is the bottom line to you. How much MONEY can I make as an advisor and how fast can I expect to make it.

This is the huge difference with our plan. Our plan is based on CASH and your ability to earn lots of it. We have set realistic goals for ourselves and for our advisors. WE fully expect 25% of our IRA's to reach our rank of National Director within the first year with a full 50% reaching this level by the end of their 2nd year. Our success will be measured by the amount of success our IRA's experience.