



Build a Business That  
Changes the World

Better Way  
DESIGNS™





a Better Way to Freedom

It is our greatest joy to watch our distributors build their businesses with us. Over the last decade we have been diligent in establishing lasting and impactful relationships with our freedom partners. Through them, we have found growing our sales force is what makes the greatest impact on bringing more women out of trafficking and into artistry work. Simply by building a business here that provides substantial income, life-changing experiences, and unmatched community, our designers empower women around the world to do the same for themselves through dignified employment. We hope you will be the next to take that step towards a business that not only provides you a financial freedom opportunity but also a tangible way to make a difference with the hours you put into a job you love. Join us today and be a part of a movement filled with dignity and power.

- Beth & BJ George  
Proud owners of Better Way Designs



### DIGNITY BUSINESS REALLY WORKS!

Direct sales was made for a company like ours - **Better Way Designs** builds dignified relationships among our artisans, consultants, and customers through our fabulous and thoughtfully curated line of fair trade products. We then utilize the direct sales model to create meaningful careers here in the U.S. for our consultants. When you join our team as a **Freedom Fighter**, you directly increase **Better Way Designs'** impact on human trafficking by starting your own dignity business, which provides sustainable freedom for our artisans while earning a substantial income for yourself.

**The bottom line is -  
When we work, they work!**

-  Earn a **INCOME** anywhere from 20% to 33%
-  Control your **TIME** and your calendar
-  Choose your own working **COMMUNITY**
-  Use your **DISCOUNT** of 40% anytime
-  Know your **\$\$** and time are going to the **RIGHT PLACE**
-  Work a job that is **FUN**
-  Great promotion **OPPORTUNITIES**
-  Absolutely **GORGEOUS** handmade products
-  Fight trafficking and build **DIGNITY**
-  No inventory - **DIRECT** ship items to customers



# Income with Impact

## HOST REWARDS:

Build your business even faster by rewarding your hosts. This increases party sales and encourages bookings!

RETAIL SALES OF PARTY	HALF PRICE	FREE PRODUCT	HOST BOOKING REWARDS*
\$250 - \$499	4 Half	\$25 FREE	75% off Any Item for EACH booking!
\$500 - \$749	6 Half	\$50 FREE	
\$750 - \$999	8 Half	\$75 FREE	
\$1,000 +	10 Half	\$150 FREE (15% of party sales!)	2 Booking Minimum

Please note, any free or discount credit may only be used on full retail priced items. A party needs to reach at least \$250 in retail sales to qualify for any discounts. Items over \$150 not eligible for any special. To receive Host Exclusive Pricing on special items party must reach \$250 or more in retail sales.

\* Host must obtain 2 bookings in order to receive booking rewards.

## GLOSSARY OF TERMS:

**Rolling Quarter** A period of three consecutive calendar months.

**Commissionable Sales** Net Sales - sales before tax/shipping excluding host purchases and distributor discounted purchases.

**PRS - Personal Recognition Sales** The sum of your monthly sales minus returns. Tax, shipping & redeemed gift cards are subtracted from this number.

**TRS - Team Recognition Sales**  
The combined PRS sales from your team, excluding any generational sales.

**PCS - Personal Commissionable Sales**  
The sum of your monthly commissionable sales (your PRS minus hostess sales and distributor discounted purchases).

**TCS - Team Commissionable Sales**  
The combined Personal Commissionable Sales from your team.

**GCS - Generational Commissionable Sales**  
The combined PCS from your generational teams.

**PR - Personal Recruits** These are the individuals that you have personally recruited (active Freedom Fighters or Senior Freedom Fighters that have NOT promoted to director levels).

FREEDOM FIGHTER	FREEDOM DIRECTOR	JUSTICE DIRECTOR	LIBERTY DIRECTOR
SENIOR FREEDOM FIGHTER			
20 - 25% of Personal Commissionable Sales & more	25 - 33% of Personal Commissionable Sales + 4% of Team Commissionable Sales & more	25 - 33% of Personal Commissionable Sales + 5% of Team Commissionable Sales + 3 - 6% of Generational Commissionable Sales	25 - 33% of Personal Commissionable Sales + 5% of Team Commissionable Sales + 3 - 6% of Generational Commissionable Sales & more

Starting your dignity business with **Better Way Designs** can financially change your life! The chart below is an example of your starting income potential as a **Freedom Fighter** for 1 to 5 parties each week. Create a business plan that fits your schedule and meets your financial goals. This chart doesn't include the additional income earned when you start building a team.

MAKE YOUR OWN SCHEDULE BASED ON YOUR GOALS					
	1 PARTY PER WEEK	2 PARTIES PER WEEK	3 PARTIES PER WEEK	4 PARTIES PER WEEK	5 PARTIES PER WEEK
WEEK 1	\$125	\$250	\$375	\$500	\$625
WEEK 2	\$125	\$250	\$375	\$500	\$625
WEEK 3	\$125	\$250	\$375	\$500	\$625
WEEK 4	\$125	\$250	\$375	\$500	\$625
1 MONTH TOTAL COMMISSION	\$500	\$1,000	\$1,500	\$2,000	\$2,500

This example is based on a \$500 party average and is not a guarantee of earnings.

# Freedom Fighter

Rank #1  
Code: FIGHTER



## REQUIREMENTS (minimum to earn rewards):

- \$600 Personal Recognition Sales in a rolling quarter

## REWARDS (if above requirements are met):

- 20% of Personal Commissionable Sales
- BONUS: If you reach \$1,200 Personal Recognition Sales in a calendar month you can earn an extra 5% of Personal Commissionable Sales (25% of Personal Commissionable Sales in total)

# Freedom Director

Rank #3  
Code: DIRECTOR



## REQUIREMENTS (minimum to earn rewards):

- 3 active recruits (of active Freedom Fighter or Senior Freedom Fighter rank)
- \$2400 Personal Recognition Sales in a rolling quarter (avg. \$800/mth)
- \$12000 Team Recognition Sales in a rolling quarter (avg. \$4000/mth)

## REWARDS (if above requirements are met):

- 25 - 33% of Personal Commissionable Sales
  - Sales Level 1 ( \$2400 per rolling quarter) = 25% of Personal Commissionable Sales
  - Sales Level 2 ( \$3600 per rolling quarter) = 30% of Personal Commissionable Sales
  - Sales Level 3 ( \$7200 per rolling quarter) = 33% of Personal Commissionable Sales
- Downline Commission =
  - 2 levels deep (your recruits & their 1st level recruits - ranks 1 & 2)
  - Earn 4% of Team Commissionable Sales (combined Personal Commissionable Sales of your team)

## ADDITIONAL REWARDS (working towards next rank):

- Promote 1 Freedom Director\* = Generation 1 (becomes their own team)
- Earn 3% of their entire downline (their team i.e. 3% of their TCS)

# Senior Freedom Fighter

Rank #2  
Code: SENIOR

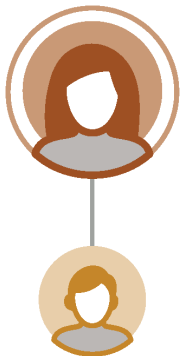


## REQUIREMENTS (minimum to earn rewards):

- 1 active recruit (of active Freedom Fighter rank or higher)
- \$2400 Personal Recognition Sales in a rolling quarter (average \$800 a month)

## REWARDS (if above requirements are met):

- 25% of Personal Commissionable Sales



\*You must still maintain 3 active personal recruits. Recruits promoted to director ranks no longer count towards your TCS. Their entire team becomes part of your GCS rewards.

# Justice Director

Rank #4  
Code: JUSTICEDIR

## REQUIREMENTS (minimum to earn rewards):

- 3 active recruits  
(of active Freedom Fighter or Senior Freedom Fighter rank)
- 2 promoted Freedom Directors\* (or higher rank)
- \$2400 Personal Recognition Sales in a rolling quarter (avg. \$800/mth)
- \$12000 Team Recognition Sales in a rolling quarter (avg. \$4000/mth)  
(does not include Generational Commissionable Sales)

## REWARDS (if requirements on previous page are met):

- 25 - 33% of Personal Commissionable Sales
  - Sales Level 1 ( \$2400 per rolling quarter) = 25% of Personal Commissionable Sales
  - Sales Level 2 ( \$3600 per rolling quarter) = 30% of Personal Commissionable Sales
  - Sales Level 3 ( \$7200 per rolling quarter) = 33% of Personal Commissionable Sales

## Downline Commission =

- Earn 5% of Team Commissionable Sales (combined Personal Commissionable Sales of your team, 2 levels deep)
- Earn 6% of Generation 1 Team Commissionable Sales (unlimited until Generation 2)
- Earn 3% of Generation 2\*\* Team Commissionable Sales (unlimited)
- Limited to 2 generations deep



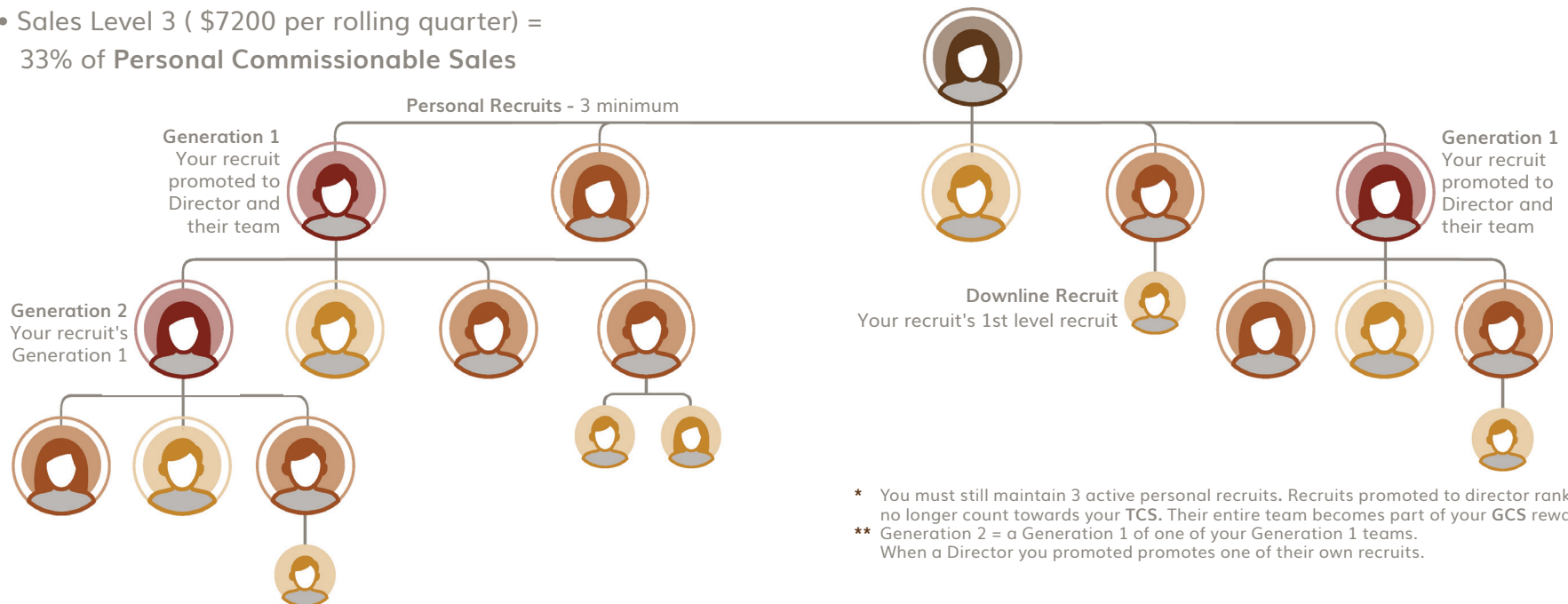
### EXAMPLE MONTH OF SALES:

Personal Sales = \$3,500  
Personal Team Sales = \$10,000  
Generation 1 Sales = \$10,000  
Generation 2 Sales = \$7,500

### EXAMPLE MONTH OF INCOME:

33% of Personal Sales = \$1,155  
5% of Personal Team Sales = \$500  
6% of Generation 1 Sales = \$600  
3% of Generation 2 Sales = \$225  
Total Commissions = \$2,480

Information shown above is not a guarantee of earnings.



\* You must still maintain 3 active personal recruits. Recruits promoted to director ranks no longer count towards your TCS. Their entire team becomes part of your GCS rewards.

\*\* Generation 2 = a Generation 1 of one of your Generation 1 teams.  
When a Director you promoted promotes one of their own recruits.



# Liberty Director

Rank #5  
Code: LIBERTYDIR

## REQUIREMENTS (minimum to earn rewards):

- 3 active recruits  
(of active Freedom Fighter or Senior Freedom Fighter rank)
- 4 Generation 1 teams\*  
(4 recruits promoted to director, one must be Rank #4 or above)
- \$2400 Personal Recognition Sales in a rolling quarter (avg. \$800/mth)
- \$12000 Team Recognition Sales in a rolling quarter (avg. \$4000/mth)  
(does not include Generational Commissionable Sales)

## REWARDS (if requirements on previous page are met):

- 25 - 33% of Personal Commissionable Sales
  - Sales Level 1 ( \$2400 per rolling quarter) =  
25% of Personal Commissionable Sales
  - Sales Level 2 ( \$3600 per rolling quarter) =  
30% of Personal Commissionable Sales
  - Sales Level 3 ( \$7200 per rolling quarter) =  
33% of Personal Commissionable Sales

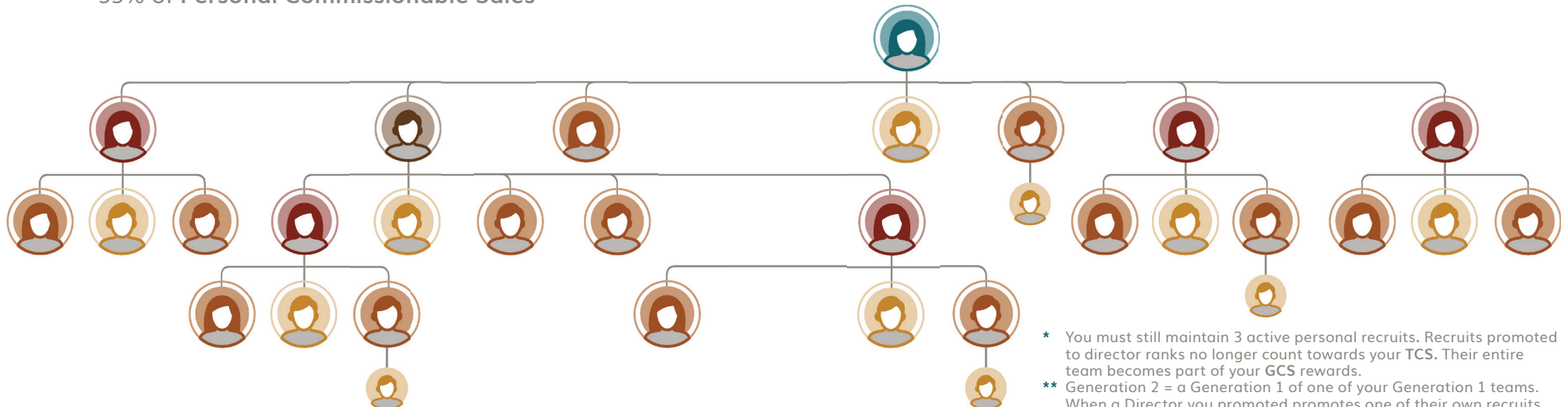
- Downline Commission =
  - Earn 5% of Team Commissionable Sales  
(combined Personal Commissionable Sales of your team, 2 levels deep)
  - Earn 6% of Generation 1  
Team Commissionable Sales (unlimited)
  - Earn 3% of Generation 2\*\*  
Team Commissionable Sales (unlimited)
  - Earn 1.5% of Generation 3\*\*\*  
Team Commissionable Sales (unlimited)



**EXAMPLE MONTH OF SALES:**  
 Personal Sales = \$4,000  
 Personal Team Sales = \$15,000  
 Generation 1 Sales = \$17,500  
 Generation 2 Sales = \$12,000

**EXAMPLE MONTH OF INCOME:**  
 33% of Personal Sales = \$1,320  
 5% of Personal Team Sales = \$750  
 6% of Generation 1 Sales = \$1,050  
 3% of Generation 2 Sales = \$360  
**Total Commissions = \$3,480**

Information shown above is not a guarantee of earnings.



- \* You must still maintain 3 active personal recruits. Recruits promoted to director ranks no longer count towards your TCS. Their entire team becomes part of your GCS rewards.
- \*\* Generation 2 = a Generation 1 of one of your Generation 1 teams. When a Director you promoted promotes one of their own recruits.
- \*\*\* Generation 3 = a Generation 2 of one of your Generation 1 teams.

# ETHICAL, SUSTAINABLE, AND FAIR TRADE

Becoming a *Freedom Fighter* with *Better Way Designs* is choosing to represent a brand that you can confidently say is one of the best for the world! Earn an income that creates dignified work for trafficking survivors, builds meaningful community for you, and makes a sustainable global impact. We are proud to partner with these 3 certifications that guide our decisions, production, and impact on the world:

**Certified**



**Corporation**



**FREEDOM  
BUSINESS  
ALLIANCE**

*Join Us to Start Creating Freedom Today!*



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[www.BetterWayDesigns.org](http://www.BetterWayDesigns.org)  
[info@BetterWayDesigns.org](mailto:info@BetterWayDesigns.org)  
616.648.0900 • @betterwaydesigns