



Brilliant Beginnings...

LOVE, WEAR & SHARE

The La Costa Ambassador enjoys independence, prosperity, shines bright and aims high!

Why be an Ambassador?

- Earn Great Money
- Get Free La Costa Products
- Schedule Flexibility and Freedom
- Enrich Your Skills and Social Influence
- Be Your Own Boss

Are you ready for a Brilliant Beginning?

Brilliant Beginning is the first stage of your new business. During this period, you train, learn about the business and jewelry collection, make new friends, and have lots of fun. We highly encourage you to start this new endeavor as a Host. This will allow you to understand the ease and benefits of becoming an Ambassador and ensure it is a good fit.

How do I become a La Costa Ambassador?

Becoming a La Costa Ambassador is easy yet exclusive! Simply ask your Mentor for a recommendation. Once your application is reviewed and accepted, you may launch your business for only \$199. We will take care of setting you up in the systems immediately, so you may start earning commissions the same day your application is processed!

What do I use for Product Samples?

The easiest way to promote La Costa is to wear it and share it! Every time you wear La Costa you will attract onlookers and compliments. Take the opportunity to hand your card and promote your La Costa business. Within the first 30 days you have the exclusive opportunity to purchase a Candy Box and/or Ready-to-Wear Samples. The choice is yours! If you chose to get a Candy Box, you may order as few or as many Ready-to-Wear Samples as you would like, otherwise order \$599 + to start building your Sample Set. The Candy Box comprises 50+ elements including, 11 Gemstones, 8 crystal with precious metal combinations, for a variety of earrings, necklaces, bracelets and rings, representing 68 styles! If you were to purchase these items individually, the cost would be \$3,800, but as an Ambassador you can order the whole Candy Box for only \$599.

You may also take advantage of the "Sample Exclusive", available two (2) times a year, in October and April. The Sample Exclusive offers a 60% discount on a minimum purchase of \$2,000. We encourage Ambassadors to use their personal La Costa pieces as samples.

Who is the La Costa Ambassador Persona?

The La Costa persona embodies the following traits:

- Entrepreneurial & Self Motivated
- Energetic & Intelligent
- Honest & Trustworthy
- Professional & Principled
- Dignified & Fashionable



What does it mean to be an Ambassador?

Being an Ambassador means being independent yet a part of the family, “Ohana”. As an Ambassador you will always have a team to support you and count on. You will never be alone, not on your first day, not in your first month, not ever... Your mentor will always be there for you, providing training and support. La Costa will put every effort to ensure your absolute success. Your win is our win! We are all in this together... Ohana.

What are my first steps as an Ambassador?

Once enrolled as an Ambassador, your Mentor will be at your side to explain everything and train you.

- Schedule your first (1*) Soiree as an Ambassador within three (3) weeks.
- Start earning commissions and rewards immediately.
- Your Mentor will be at your side throughout your Brilliant Beginning, first 3 first months.

*Your La Costa mentor will help you pave your way to success,
prosperity and independence!*

How do I promote La Costa?

Because La Costa is an exclusive product that is not readily available in most areas and is undeniably different and special from the rest, most appreciate the opportunity to be “in the know” about La Costa. The more you wear it, the more you will understand why your friends, family, passersby want to learn about La Costa. Your role as an Ambassador is to simply show off your La Costa pieces, pique their interest, and let them know that as an Ambassador, you can show the collection and offer a special discount. Be creative and don’t be shy about sharing La Costa. Here are some ways others have spread the secret:

1. Wear it!
2. Offer your business card with instructions on how to become an Ohana client (sample business card is on LaCostaDirect/Resources)
3. Host brown bag Lunch & Learn at local businesses and/or social club
4. Set up a display at charity and holiday events
5. Promote via social media: Facebook groups, Instagram, etc.
6. Soirée

Sharing La Costa and extending the Ohana 25% discount, available through you, will promote organic business development and growth, lead to expansion into new areas, nurture customer loyalty and continual sales.

How do I make money? ... the fun part!

As an Ambassador you will earn high commissions, socialize and love every minute of it! You earn commissions on all your sales: online, in-person, everywhere! Commissions are calculated on a monthly basis and are cumulative, so the more you sell the higher your commission rate. Your commission is calculated at the end of each month, and you earn the highest rate based on your total sales for the month.

Total Monthly Sales	Commission %
\$1,000 to \$2,999	18%
\$3,000 - \$6,999	20%
\$7,000 - \$11,999	22%
\$12,000+	24%

Any month you sell \$5,000 or more, you earn a 1% *Accelerator Bonus*. 1% may not sound like a lot, but based on thousands of dollars, it adds up quickly! This Bonus will also apply to earning free product through Gem Reward, explained below.

“I became La Costa Ambassador because I love the jewelry, but when I saw my first commission check I could not believe how much money I made, so quickly and easily!”

Shari, Ft. Lauderdale, FL

Gem Reward

Gem Reward lets you earn free products as you sell. The more you sell, the faster you earn free products. Gem Reward earning percentage is based on the greatest achievement in any one of the growth areas: Soiree Quantity or Total Monthly Sales. Gem Reward Credit is calculated by multiplying your total commissions by the Gem Reward % earned.

Soiree Quantity	Total Monthly Sales	Gem Reward %
2	Up to \$3,999	4%
3	\$4,000 - \$7,999	7%
4+	\$8,000+	10%

Example:

1. If you host 3 Soirees, you automatically earn 7% Gem Reward credit even if your Total Monthly Sales are less than \$ 4,000
2. If you sell \$8,000 and only have 1 Soiree, you will earn 10% Gem Reward

Gem Reward Benefits:

- Get your favorite La Costa pieces for free
- Earn commission on Gem Reward purchases
- Gem Reward is enhanced with your Accelerator Bonus
- Apply Gem Reward purchases towards your monthly sales

How do I maintain my Ambassador Status?

Simply promote \$6,000 in sales per year.

Earning Potential

Here’s an example of an Ambassador’s earnings as an individual contributor:

Ambassador Individual Contributor Commission		<i>Avg Sale Price:</i>	<i>\$240.00</i>	
Avg # Retail Sales Per Month	12	24	36	50
Avg Monthly Sales	\$2,880	\$5,760	\$8,640	\$12,000
Commission Percentage	18%	20%	22%	24%
Monthly Sales Commission	\$518	\$1,152	\$1,901	\$2,880
Accelerator Bonus		\$58	\$86	\$120
Total Monthly Commission	\$518	\$1,210	\$1,987	\$3,000
Gem Reward Percentage Est.	4%	7%	10%	10%
Gem Reward Credit	\$21	\$85	\$199	\$300
Total Monthly Earning Value	\$539	\$1,294	\$2,186	\$3,300
Annual Commission + Gem Reward	\$6,470	\$15,531	\$26,231	\$39,600

Ambassadors earn high commissions, free products, socialize and love it!